AI & Data

Telefónica Tech

AI & DATA SERVICES AND SOLUTIONS DOSSIER

Empowering business impact through Data and AI

telefonicatech.com

A place called
Telefónica Tech

Telefónica Tech believes that technology can do great things, with a highly diversified team of more than **7,000 exceptionally skilled professionals** from over 60 nationalities, we can do everything from extracting the full value of data to make the best business decisions, to ensuring the resilience of every organization to build a more sustainable future.

Telefónica Tech is a leading NextGen Tech solutions provider that has built a **differentiated customer** journey based on the migration from traditional Communications and IT services to NextGen IT solutions.

Our strong sustainable portfolio, combined with high-value professional and managed services, allows Telefónica Tech to accompany our customers on their traditional Communications and IT transformation journey, towards achieving fully cyber secure and cloud-based Communications and IT, and optimizing their business processes thanks to Artificial Intelligence and IoT Solutions.

TELEFONICATECH.COM

We transform your business through our AI & Data, Cyber Security & NaaS, Cloud, Connectivity and IoT, Future Workplace, Business Apps and Consulting and Professional Services.

+5.5M

TELEFÓNICA'S B2B CUSTOMERS IN MORE THAN 175 COUNTRIES ARE REACHED BY OUR CAPABILITIES EVERY DAY.

+7,000

HIGHLY QUALIFIED PROFESSIONALS INVOLVED IN DIGITAL PROJECTS.

+60

NATIONALITIES MAKE UP THE MULTICULTURALISM OF OUR TEAM.

5,000

CERTIFICATIONS CERTIFYING OUR SPECIALIZATION IN THE TECHNOLOGIES WE WORK WITH.

Who is Telefónica Tech in AI & Data?

A provider of AI & Data services and solutions with a portfolio of combined data and AI-based technology capabilities, generating a responsible impact on the digital transformation of companies and public administrations.

+400
PROFESSIONALS

DEDICATED TO ARTIFICIAL INTELLIGENCE AND DATA

+150
CERTIFICATIONS

OF OUR ARTIFICIAL INTELLIGENCE EXPERTS

+10
SPECIALIZED CENTERS

IN SPAIN, UK, CENTRAL EUROPE, BRAZIL, BRAZIL, SPAIN AND HISPAM

+1000
PROJECTS EXECUTED
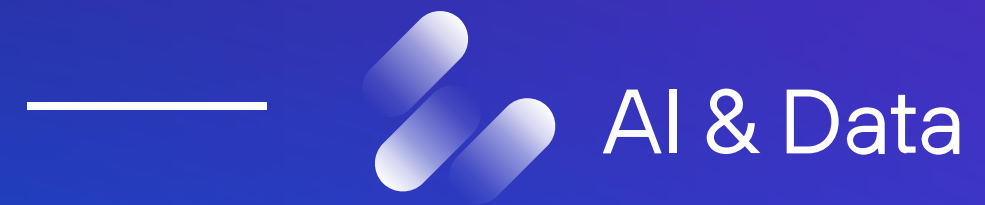
+200
CUSTOMERS

PROJECTS IN OVER
25
COUNTRIES

We have been **helping customers like you** to achieve business goals through the use of Artificial Intelligence and data mining **for more than a decade**. We are **experts in digital transformation** and how to apply technology, both to automate and optimize processes, as well as to improve decision making.

We have a **multidisciplinary team of top international experts**, whose excellence and leadership are recognized by leading industry analysts, by our technology partners and, above all, by our customers.

We understand technology as a tool at your service. This approach, together with our **agnostic vision** and our **alliances with the main *players* in the market,** allows us to offer you the best solutions based on **AI & Data**, for your specific needs.

AI & Data

AI & Data Services and Solutions

We have been helping customers like you to achieve business goals through digital transformation for more than a decade, making use of Artificial Intelligence and data mining.

Telefónica Tech

AI & DATA CONSULTING
- Data-Driven Assesment
- Use Case Discovery
- Customer Discovery

DATA GOVERNANCE
- Government Assessment
- Data Governance Office

CULTURE AND TRAINING
- AI & Data Academy

DATA SERVICES
- Architecture
- Engineering

AI SERVICES
- Advanced Analytics
- Machine Learning
- Visualization

GENERATIVE AI
- GenAI Platform
- Use Case Discovery
- Acelerators (Fine-Tuning and Tools)

DATA-POWERED SOLUTIONS
- Mobility Insights
- Tourisim Insights
- Store Insights
- Mobility Marketing
- Scoring

BLOCKCHAIN
- TrustOS
- Blockchain Networks

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AI & Data

AI & Data Consulting

We design a transformation master plan around data, building the IoT and AI technological ecosystem that allows your company to take advantage of the potential of these new technologies, based on your business priorities.

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AI & Data | Services and Solutions
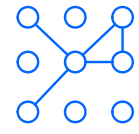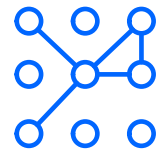
Data-Driven Assesment   Use Case Discovery   Customer Discovery

Data-Driven Assessment

MORE INFORMATION

We help you adopt a data-driven approach to maximize the profit and transform the business.

ABOUT THE SERVICE

Our Data-Driven Assessment service differs by providing expert advice and in-depth knowledge of all the aspects you need to consider in order to undertake an effective AI-driven transformation.

Each assessment project starts with an initial phase of meetings with the key areas of your company, where we analyze the current state of maturity and your short and long term objectives in the fields of business, organization, data and/or technology. Based on this information, we perform a comprehensive analysis of your context and provide you with a vision that matches the level of maturity you need to achieve your goals. This analysis will serve as the basis for the adoption of new goals, detailed in a tactical and strategic roadmap that defines the steps to follow to close the gaps detected and successfully deploy the to-be vision in your organization.

WHAT DOES IT ALLOW?

- To establish a **maturity diagnostic** that accurately reflects how your company is doing in terms of data, analytics, and Artificial Intelligence.

- **To devise and prioritize business use cases** aimed at increasing revenue and improving operational efficiency through data analysis and the application of Artificial Intelligence techniques.

- **To design the evolution of your technological ecosystem,** the cultural transformation and the Data Governance program, which will allow you to advance in the maturity model and enable the necessary mechanisms to execute the prioritized use cases.

- To have a **roadmap** that plans the initiatives necessary to undertake the designed evolution.

BENEFITS

Discovering hidden gaps
We identify data-driven maturity gaps in several areas, which may be unknown to the organization's managers.

Detailed vision for transformation
We provide you with a clear vision of the actions you need to implement to consolidate the AI-driven transformation in your organization, both in the short and long term. This vision will help you ensure that each step is aligned with your strategic objectives.

Rationalization and prioritization of initiatives
Our service allows you to streamline and prioritize data and AI related initiatives within your organization. This ensures that you are focusing your resources on the initiatives that will generate the greatest impact.

Increasing the level of analytical maturity
It allows you to identify and implement advanced initiatives that rely on the latest tools and techniques in the data-driven discipline, which will significantly increase the level of analytical maturity of your organization.

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AI & Data | Services and Solutions
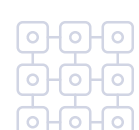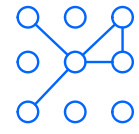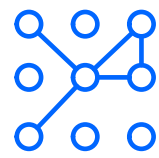
Data-Driven Assesment   **Use Case Discovery**   Customer Discovery

Use Case Discovery   MORE INFORMATION

Identify new business models and discover opportunities supported by advanced analytics and Machine Learning.

ABOUT THE SERVICE

We help you discover, analyze, prioritize, and design data analytics initiatives focused on meeting your business needs while maximizing the value of the information available to your organization.

The service aims to help you define your company's transformation plan by identifying valuable use cases for the business, prioritizing them and establishing the technical requirements necessary for their development.

WHAT DOES IT ALLOW?

- To detect and qualify business needs that can potentially be solved through data-driven initiatives.

- To create a **list of use cases** that includes initiatives of diverse nature (Data Engineering, Machine Learning, Artificial Intelligence, Data Visualization, Generative AI, etc.).

- To define an initiative **prioritization methodology** that fits your organization's criteria.

- To have a technical-functional guide and an **implementation roadmap** for the initiatives considered a priority.

- **To understand the reference architecture** required to address data-driven initiatives.

BENEFITS

Return on investment in the data strategy
The identification of these use cases will allow the client to make tangible the real value of the data available in its organization, obtaining benefits in several areas such as new revenues, operational efficiency or risk reduction, among others.

Awareness of technology needs
Understand what technology your organization requires in order to execute its data-driven strategy.

Accelerating change management
Involving the business in the definition of data-driven initiatives will facilitate the adoption of new methodologies and ways of working associated with data-driven transformation.

Increasing analytical maturity level
Help develop initiatives supported by advanced tools and techniques, which will significantly increase your company's level of analytical maturity.

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AI & DATA CONSULTING

Design your transformation strategy around data.
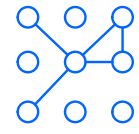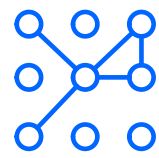
Data-Driven Assesment | Use Case Discovery | **Customer Discovery**

Customer Discovery

MORE INFORMATION

Defines and implements the best social listening strategy to understand consumers and trends firsthand.

ABOUT THE SERVICE

Social listening is the perfect tool to integrate a new source of information with valuable and high-quality content for the organization. We support you from the beginning, identifying the best listening platform on the market and defining the most suitable use cases. Our team of consultants will then configure the listening tool in an optimal way, according to the defined needs, and will translate the results into insights and activation levers aligned with your business objectives.

The analysis, led by a team of consultants, is carried out using cloud-based software that allows the tracking and processing of public and open data in real time, based on a series of keywords. The extracted data can be cross-referenced and analyzed in an integrated way with other external or internal customer sources (customer care, surveys, NPS, etc.).

WHAT DOES IT ALLOW?

- **Analysis of new industry trends**, consumer needs, user priorities, consumption patterns, and behavior.

- **Reputational analysis of a brand,** organization or concept and its positioning in relation to the competition.

- **Analysis of communities around a concept/brand:** characterization, detection of new niches, identification of key opinion leaders and micro-influencers.

- **Analysis of the impact and opinions** of users on communication and marketing campaigns.

- **Identification of touch points** in the buying process, understanding user motivations and feelings.

BENEFITS

Rapid response to market changes and competitor actions

Identification of new players in the conversation, new trends, and opportunities. Ability to anticipate potential reputational crises.

Improved campaign effectiveness

Optimization of communication with the audience, thanks to the appropriate selection of content, channels, and communication moments.

Improved customer experience

Optimization of customer service, improving the agility and efficiency of the response. Reduction of negative reviews and risk reduction in the launching of new products/services or in the innovation of current ones.

AI & Data | Services and Solutions

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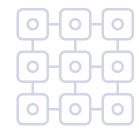
Data-Governance

We implement Data Governance Offices to centralize the management and ensure the quality of your data, allowing an efficient and consistent management of information assets.

Telefónica Tech

DATA-GOVERNANCE

Optimize your data management with personalized strategies that empower decision making.

AI & Data | Services and Solutions

Governance Assessment   Data Governance Office

Government Assessment

MORE INFORMATION

Assess the initial maturity level of your organization regarding the different Data Governance disciplines.

ABOUT THE SERVICE

The value of an organization is intrinsically linked to its ability to manage and leverage its data effectively. It is necessary to know where your company is starting from and what gaps need to be overcome in order to become a data-driven company, and what gaps need to be overcome to get to the to-be model.

Our Data Governance Assessment service is based on forms and guided work sessions with key people within the company to gather the necessary information, allowing us to obtain a complete picture of the current situation and provide recommendations to improve data management in an organization, thus strengthening its ability to make informed decisions and mitigate data-related risks.

WHAT DOES IT ALLOW?

- **Evaluate** how your data strategies align with your business objectives.

- **Review** organizational structures, roles, and responsibilities related to data management.

- **Analyze** your data **quality controls.**

- **Evaluate** your data security policies and controls, as well as regulatory compliance.

- **Review the technological infrastructure** and its capacity to support Data Governance initiatives.

- Analyze the level of **awareness and commitment of your employees** regarding Data Governance, and evaluate if you have the necessary training.

BENEFITS

Personalized experience
We offer you a clear and detailed communication of the assessment objectives, the key roles, what will be assessed, and how the process will be carried out.

Use of accelerators
We use unique accelerators and customized T-shape forms to get a complete picture of your current situation and provide you with accurate recommendations.

Minimum viable products
We develop minimum viable products to quickly validate and adjust solutions, with continuous technical support, aligned with your objectives.

Experience and cultural change
We assess the degree of cultural maturity of your organization in data management and facilitate the necessary change to improve your organization's data management.

Telefónica Tech

DATA-GOVERNANCE

Optimize your data management with personalized strategies that empower decision making.

Governance Assessment

Data Governance Office

Data Governance Office

MORE INFORMATION

Implement a comprehensive strategy, advanced tools, and a solid infrastructure to ensure the quality, security, and optimal use of your data.

ABOUT THE SERVICE

The Data Governance Office is composed of a multidisciplinary team of business and technical professionals, under the supervision of the customer's CDO or a similar figure. This team manages the availability, integrity, usability and security of data, defining procedures, and execution plans for its proper management. Acting as the engine of your company's transformation towards a data-led organization, this office coordinates Data Governance in collaboration with various areas.

Our service offers guided working sessions with key people within the company. We ensure that your data is accurate, secure, and easily accessible. This optimizes decision making and improves operational efficiency. We offer customized solutions that ensure compliance and reduce risk, allowing you to focus on growth and innovation.

WHAT DOES IT ALLOW?

- **Create the Data Governance Office,** identify your organization's architecture and applications, define data sources and organizational structure, and develop a glossary of terms.

- **Analyze your taxonomies, define metadata, flows and processes,** manage identities and access, and ensure security governance and compliance.

- **Implement quality rules,** define data masters, create a data dictionary, ensure traceability of information and develop a data marketplace or data portal to foster data self-service.

BENEFITS

Customer experience

We offer you a flexible and adaptable solution, being technology agnostic. This ensures that our solutions are tailored to your specific needs.

Use of accelerators

We use exclusive accelerators that allow us to implement fast and effective solutions. We deploy the Data Governance Office in an agile and integrated way with your systems.

Minimum viable products

We develop minimum viable products to quickly validate and adjust solutions, offering you a continuous technical support aligned with your objectives.

Experience and cultural change

We apply our experience in multiple sectors and technology partners, avoiding starting from scratch. We facilitate cultural change with appropriate training courses, ensuring a successful evolution in your organization.

AI & Data | Services and Solutions

Telefónica Tech

Culture and Training

We support you in the implementation of new technologies and in the transformation of the organizational culture in the era of AI, by acquiring new skills by your staff.

Telefónica Tech

CULTURE AND TRAINING

Training and cultural transformation plans on data, Artificial Intelligence and Blockchain.

AI & Data | Services and Solutions

AI & Data Academy

AI & Data Academy

MORE INFORMATION

Bringing AI and data closer to your employees.

ABOUT THE SERVICE

It offers personalized training programs on data and Artificial Intelligence for companies in any sector. The service includes the design of a transformation plan, tailored training and practical support, ensuring that the new skills are applied directly in the workplace.

WHAT DOES IT ALLOW?

- **Design of the transformation plan** (around topics related to data, Artificial Intelligence or Blockchain), based on the evaluation of the team's knowledge (team assessment) and always aligned with the business objectives.

- **Delivery of training plans,** adapted to the different needs of the company, with content customization and use of corporate technology.

- **Support to the workplace** through coaching, tutorials, use cases or gamified formats such as hackathons.

BENEFITS

Personalized plans
Training and culture plans aligned with the specific needs of your organization, supported by a practical and proven methodology.
In addition, we also adapt them to the different profiles within your company:

- **Managers and executives:** Short sessions focused on strategic decision making.

- **Functional and business profiles:** Training to integrate new tools and ways of working with data.

- **Technical profiles:** Programs specialized in architecture, data engineering, governance, analytics and visualization, in any language or technology on the market.

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Data Services

We create the most suitable data platform for your business, allowing you to upload the data you need, transform it and enrich it.
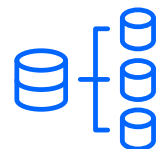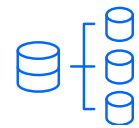
Telefónica Tech

Create your data-driven platform to centralize, transform, and automate your data.

Architecture   Engineering

Architecture

MORE INFORMATION

We help you manage information in a homogeneous, automated, and scalable way, integrating legacy systems and diverse data sources in a single analytical environment.

ABOUT THE SERVICE

We facilitate the creation, management, and monitoring of data-driven platforms that allow you to centralize your organization's data and automate its transformation and processing. You can manage large volumes of data, transform them, enrich them and make them available, ensuring their continuous operation, whether in on-premises or cloud infrastructures thanks to our solutions.

We design customized Big Data and Machine Learning technology platforms based on your company's general requirements and specific use cases. We create unified data platforms that enable greater business insight.

WHAT DOES IT ALLOW?

- **Centralization of all your data sources** in a single analytical environment.

- **Standardization and curation of structured and unstructured data** ensuring its quality and detecting problems.

- **Automation and monitoring** of your data processes, facilitating scalability and security.

- **Adaptability to your needs,** whether in on-premises or cloud environments.

BENEFITS

Personalized platforms to meet your needs
Our experts analyze your technological requirements to design and implement the platform that best suits your business needs.

Ongoing operation and maintenance
Whether in the cloud or on-premises, we monitor and manage your data infrastructure to keep it up to date and constantly running.

Centralization of information
We integrate all your information sources in one place, allowing faster, more efficient and secure access to data.

Improved data quality
We apply curation and normalization techniques so that your data is always ready to be used for analysis and decision making.
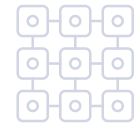
AI & Data | Services and Solutions

Telefónica Tech

Create your data-driven platform to centralize, transform, and automate your data.

Architecture

Engineering

Engineering

MORE INFORMATION

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We transport the information from the original sources to the storage and analysis platforms, applying the necessary transformations: cleaning, normalization, and data quality rules to detect possible problems of origin.

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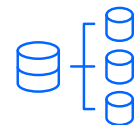
AI & Data | Services and Solutions

Telefónica Tech

AI & Data

AI Services

We integrate advanced analytics into your business, implementing the best machine learning algorithms and the most innovative visualization solutions to guide you in decision making.

Telefónica Tech

AI SERVICES

Make the most of your data by learning from it and optimizing your business decisions.

Advanced Analytics | Machine Learning | Visualization

Advanced Analytics

MORE INFORMATION

We help you integrate advanced analytics into your business to generate value and make better decisions.

ABOUT THE SERVICE

We help you optimize decisions and processes in your company or public entity through the use of Artificial Intelligence. Our family of services is designed so that you can take full advantage of the potential of your data, integrating Advanced Analytics to transform your decision making, improve operational efficiency and maximize the value of information in your organization..

We use sophisticated techniques and tools to analyze data and extract valuable information, through methods such as data mining, predictive analysis, simulations or process optimization, among others. This allows us to identify hidden patterns and strategic opportunities that will guide your decision making.

WHAT DOES IT ALLOW?

- **Decision optimization** through the use of advanced analytics techniques to make strategic decisions based on data.

- **Customer segmentation** by analyzing multiple factors that allow grouping them according to common characteristics.

- **Prevention of customer leakage** through analysis and early detection of the reasons that affect customer satisfaction.

BENEFITS

Advanced analytics for strategic decisions

We help you identify patterns and trends that improve decision making and optimize your operational processes.

Improved decision making

It allows you to analyze large volumes of data in real time, helping to identify patterns and trends to inform strategic decisions.

Operations optimization

It automates repetitive processes through predictive analytics. Identifies inefficiencies and areas for improvement in the value chain.

Experience personalization

It facilitates deep customer understanding through behavioral analytics. Delivers personalized experiences, improving customer satisfaction and loyalty.

Increased profitability

It detects business opportunities and price optimization. Reduces operational costs by predicting risks and failures.

Telefónica Tech

AI SERVICES

Make the most of your data by learning from it and optimizing your business decisions.

Advanced Analytics | **Machine Learning** | Visualization

Machine Learning

[MORE INFORMATION]

We help you implement the best Machine Learning algorithms to transform decision-making, improve operational efficiency and maximize the value of your data.

ABOUT THE SERVICE

We help you optimize decisions and processes in your company or public entity through the use of Artificial Intelligence. Our family of services is designed so that you can take full advantage of the potential of your data, integrating Machine Learning to transform your decision making, improve operational efficiency and maximize the value of the information in your organization.

We help you build analytical models using machine learning algorithms for prediction, segmentation, anomaly detection and more. Our Machine Learning solution focuses on improving the accuracy of your decisions through automation and continuous optimization of your processes.

WHAT DOES IT ALLOW?

- **Process automation** through the implementation of Machine Learning models that allow you to automate key tasks, improving operational efficiency.

- **Improved decision making** by generating actionable insights based on historical and current data. It helps to define strategies based on more reliable and adaptive predictions. It facilitates real-time decision making for areas such as logistics or customer service.

BENEFITS

Customized models

Our experts design and optimize analytical models for specific tasks, making use of the most appropriate algorithms for each use case, improving predictability and reducing errors.

Accurate prediction and proactive analytics

It analyzes large volumes of data to predict future results. It identifies hidden patterns that would be impossible to detect manually. It helps anticipate customer behavior or changes in the market.

Process automation

It automates repetitive tasks and improves operational efficiency. It reduces human error in critical processes such as fraud detection or inventory management. It improves productivity by freeing up time for strategic tasks.

Advanced personalization

It creates personalized experiences in real time based on user behavior and preferences. It optimizes recommendations in e-commerce, entertainment or education platforms.

AI & Data | Services and Solutions

Telefónica Tech

AI SERVICES

Make the most of your data by learning from it and optimizing your business decisions.

Advanced Analytics   Machine Learning   **Visualization**

Visualization   MORE INFORMATION

Explores information dynamically, for quick understanding of patterns and trends.

ABOUT THE SERVICE

We help you optimize decisions and processes in your company or public entity through the use of Artificial Intelligence. Our family of services is designed so that you can take full advantage of the potential of your data, integrating Visualization to transform your decision making, improve operational efficiency and maximize the value of information in your organization.

We transform complex data into interactive graphs and customized dashboards, providing better understanding and analysis. You can explore data dynamically, get clear insights and improve control of your KPIs, optimizing operational efficiency and aligning your company with strategic objectives.

WHAT DOES IT ALLOW?

- **Centralize and visualize key information** on interactive dashboards to facilitate analysis and improve process control.

- Improve clarity and **empower your company to make agile decisions**, aligning teams with strategic objectives.

BENEFITS

Real-time data visualization
Our interactive visualization solution allows you to explore and analyze large volumes of data in an agile way, obtaining key insights in real time.

Personalized dashboards
We create dashboards tailored to your needs that allow you to monitor KPIs and other relevant data to improve the tracking of your operational processes.

AI & Data | Services and Solutions

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Generative AI

We guide you in your first steps into the world of Generative AI, identifying use cases that will optimize your processes and make your daily life more productive, thanks to the integration of this technology in your daily operations.

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GENERATIVE AI

Take full advantage of Generative AI and its possibilities, automating processes and generating multimodal content automatically.
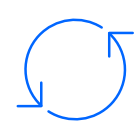
GenAI Platform   Use Case Discovery   Accelerators (Fine-Tuning and Tools)

GenAI Platform

MORE INFORMATION

This plug & play solution has arrived to democratize the use of Generative AI and turn your data into valuable insights.

ABOUT THE SERVICE

GenAI Platform offers an advanced and adaptable infrastructure that simplifies the deployment and management of Generative AI solutions.

It allows companies to take advantage of Artificial Intelligence in various business contexts in an effective, fast and secure way, without the need for complex configurations or large initial investments.

The platform is designed to adapt to the diverse needs of our customers, who can choose the rate that best suits their current needs.

WHAT DOES IT ALLOW?

- **Implement multimodal use cases of Generative AI** in an intuitive and scalable way, enabling intelligent task automation and process optimization: create and analyze content, convert data into valuable insights, improve the customer experience in real time, and much more.

- **Accelerate innovation and efficiency in key business processes**, with support for strategic decisions through predictive analytics and dashboards.

- **Reduce technical complexity and development times,** facilitating automatic code generation and agile error resolution.

BENEFITS

Easy implementation

It integrates easily with the client's technological infrastructure (cloud and on-premise), allowing for faster time to market and optimised resources.

Advanced customization

It allows for the creation of personalised virtual assistants that adapt to different needs, providing an optimised experience for each use case.

Scalability without interruptions

It allows you to manage and deploy several versions in parallel, facilitating testing and continuous improvement without affecting the workflow.

Monitoring and transparency

It offers total control over executions and complete visibility of the model, helping to detect biases and optimize results efficiently.

Data security and control

It incorporates advanced security measures to protect data and control identity, guaranteeing the integrity and privacy of information.

AI & Data | Services and Solutions

Telefónica Tech

GENERATIVE AI
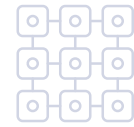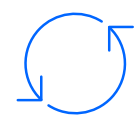
Take full advantage of Generative AI and its possibilities, automating processes and generating multimodal content automatically.

GenAI Platform | **Use Case Discovery** | Accelerators (Fine-Tuning and Tools)

Use Case Discovery

MORE INFORMATION

We help you define the best way to implement Generative AI in your daily operations.

ABOUT THE SERVICE

We provide support from the process of adopting this technology, to the implementation of the use cases identified as the most appropriate. An analysis of the situation and degree of maturity of the company in Generative AI will be the starting point to develop and implement the ideal solutions in the daily business, either automating recurring tasks or generating content autonomously.

We identify, together with your business experts, the most suitable use cases to apply Generative AI. We evaluate their feasibility, complexity, and impact, to ensure that the implemented generative solutions add significant value to your processes.

WHAT DOES IT ALLOW?

- **Task automation** to free up time and resources, improving operational efficiency.

- **Content generation** based on documents or multimedia files, optimizing your workflows.

- **Integration of virtual assistants** and chatbots to optimize interaction with your customers and internal search for information.

BENEFITS

Process optimization
Automate daily tasks, improving operational efficiency and optimizing the use of your human and technological resources.

Multi-sector experience
We have experience implementing Generative AI solutions in sectors such as industry, health, legal, security, public administration, among others.

Personalized solutions
We work with you to identify the most appropriate use cases and design customized solutions that fit your specific business needs.

Advanced Technology
We are experts in the use of the latest Generative AI models and algorithms applied to semantic search, multimedia generation, machine translation, among others.

AI & Data | Services and Solutions

Telefónica Tech

Take full advantage of Generative AI and its possibilities, automating processes and generating multimodal content automatically.

GenAI Platform | Use Case Discovery | Accelerators (Fine-Tuning and Tools)

Accelerators (Fine-Tuning and Tools)

MORE INFORMATION

We implement the most advanced techniques to take full advantage of Generative AI.

ABOUT THE SERVICE

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We optimize and personalize Generative AI models through advanced techniques such as prompt engineering, RAG (Retrieval-Augmented Generation), and fine-tuning of pre-existing models. Our team, experts in the main hyperscalars and tools on the market (AWS, Google, Microsoft Azure, IBM), maximizes the potential of these technologies to offer you effective solutions adapted to your needs.

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AI & Data | Services and Solutions

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Data-Powered Solutions

We provide insights that can be actionable on their own or integrated into your company's systems, resulting from the analysis, enrichment, and modeling of anonymized, extrapolated, and aggregated data generated in our mobile network.

Telefónica Tech

AI & Data | Services and Solutions

Mobility Insights | Tourism Insights | Store Insights | Mobility Marketing | Scoring

Mobility Insights

MORE INFORMATION

Optimizes infrastructure and transportation planning.

ABOUT THE SERVICE

We provide you with detailed insights into the mobility and travel patterns of citizens, helping you effectively optimize your organization's value proposition. Our advanced analytics technology platform extracts valuable information from anonymized and aggregated data, allowing you to gain in-depth knowledge of mobility trends in the sector under study and make strategic decisions.

We help you optimize your value proposition thanks to our advanced mobility and profiling capabilities, which extract insights on the trends of groups of individuals. These insights provide greater knowledge about mobility patterns in the study area. We also offer you personalized analysis and APIs that facilitate the consumption of this information in real time.

WHAT DOES IT ALLOW?

- **Quantify real mobility** between different geographic locations such as neighborhoods, municipalities or provinces.

- **Analyze routes** between different origins and destinations, identifying both stages and means of transport.

- **Optimizing** transportation **schedules** according to real demand.

- **Improve** transportation **supply** and competitiveness by understanding how the different means of transport interact.

- **Analyze** your company's **market share** and the competitors' one.

- Incorporate mobility variables to i**mprove internal models**, such as accident rates.

BENEFITS

Easy delivery
No deployment or installation is required, since we work with data from Telefonica's macro networks. Deliveries are made through files, viewers or APIs.

Representative sample of users
We are able to make extrapolations with a minimum margin of error thanks to the significant sample of users we work with, offering you a real knowledge of the target audience.

Telefónica Tech

Mobility Insights   **Tourism Insights**   Store Insights   Mobility Marketing   Scoring

Tourisim Insights

MORE INFORMATION

Find out how visitors and tourists behave in your area of influence.

ABOUT THE SERVICE

It is a solution designed to provide you with an in-depth understanding of the tourism sector through Big Data and Artificial Intelligence techniques. We provide you with insights on the volume of visitors and tourists, their behavior in the analyzed areas and their socio-demographic profile, including information on overnight stays. This information is combined with data from Telefónica's network of customers and business activity.

It allows you to know the real behavior of visitors in your areas of interest, based on socio-demographic micro-segments. You can also make comparisons over time using different time windows. You can carry out both descriptive and predictive analyses that will help you optimize your services and anticipate the real needs of your visitors and customers thanks to the availability of historical data.

WHAT DOES IT ALLOW?

- **Optimize the services offered,** such as garbage collection or smart lighting, adapting them to the real needs of visitors and residents.

- **Adjust service points,** e.g. by adapting the personnel according to the nationality or characteristics of the visitors.

- **Analyze the frequency** with which customers or visitors return, identifying patterns of recurrence and loyalty.

- **Define personalized** and specific **proposals** for the different visitor segments.

- **Anticipate the influx** of visitors, anticipating special flows due to seasonal or meteorological factors.

BENEFITS

Pioneers in Spain

We are the first company in Spain to offer this type of services providing more than eight years of experience in this field.

Recurring projects

We have a large number of recurring projects that have proven the value of our services.

AI & Data | Services and Solutions

Telefónica Tech

AI & Data | Services and Solutions

Mobility Insights   Tourism Insights   **Store Insights**   Mobility Marketing   Scoring

Store Insights   MORE INFORMATION

Learn about the customer profile, visitor traffic and the potential of your point of sale.

ABOUT THE SERVICE

We offer you detailed information on visitor traffic, both inside the store through Small Cells technology and in the area of influence of your business through Big Data and Artificial Intelligence techniques. Store Insights allows you to analyze the potential of your points of sale, identify your most valuable customers and design actions to improve their attraction and increase their value in store by combining the large volume of data from Telefónica's customer network with business activity. A complete solution that combines sensorization, connectivity, analytics, and infrastructure.

We have the unique ability to combine and analyze customer data with Internet of Things, open data and the mobility of our Telco network, processed on our pioneering Smart Steps platform with proprietary algorithms. This allows us to offer a higher quality and temporal granularity than that obtained from traditional data sources.

WHAT DOES IT ALLOW?

- Sociodemographic and socioeconomic **analysis and segmentation** according to the duration of stay, origin, frequency of visits, gender, age and purchasing power, with a distinction between residents, workers, and visitors.

- **Mobility patterns and** customer/visitor **behavior analysis.**

- Point-of-sale **conversion rate.**

- **Commercial area** and visitor **traffic analysis.**

- **Localization of your target audience** in a specific area to capture the desired target.

- **Real data extracted and anonymized** from Telefónica's mobile network, with 21 million mobile customers generating one billion events daily.

BENEFITS

More meaningful data sample
The large amount of data generated by the thousands of devices in our network allows you to get a more accurate and valuable sample than traditional data sources.

High impact marketing campaigns
It optimizes your campaigns by segmenting your potential customers, better understanding their behavior and increasing the impact of your marketing strategies.

Data analysis, extrapolation, and aggregation
We generate profiles and patterns of your customers' behavior through mathematical models. Based on this information and your business data, we calculate conversion ratios by customer segment and/or store areas.

Point-of-sale optimization
It obtains key insights to define strategies that increase the conversion of potential customers into real consumers.

Telefónica Tech

Mobility Insights   Tourism Insights   Store Insights   **Mobility Marketing**   Scoring

Mobility Marketing

MORE INFORMATION

Audience profiling for more effective outdoor and digital advertising campaigns.

ABOUT THE SERVICE

It helps you understand audience profiles and behaviors. It provides valuable information that will allow you to target your Out Of Home and digital advertising campaigns more effectively, as well as optimize your commercial presence. This solution combines the vast amount of data from Telefónica's customer network with business activity to provide you with detailed insights into the volume and profile of the target audience in a given area or region. This will allow you to monetize your assets if you are a media owner and, as an agency or advertiser, to segment more accurately your target audience according to their characteristics.

We also offer a personalized and consultative service, supporting you throughout all the phases of your business needs.

WHAT DOES IT ALLOW?

- **Predictive** frequency and recurrence **analysis** of established routes for smart campaigns, targeting the right person at the right time.

- **Mobility patterns analysis** of the populations in specific areas.

- **Connect with your audience** and create campaigns that meet their needs, anticipating demand and defining effective strategies based on trend forecasting.

- **Understanding behavior** in key business areas to make better-informed decisions.

BENEFITS

An unparalleled sample
We take advantage of the large number of devices and the vast amount of information generated by them to offer a more representative sample than any other source of information.

Audience targeting
It defines your target audience and understands their distribution in time and space, knowing the best place and time to grab their attention.

Profiling by location
It understands audience profiles exposed to specific media or in specific locations, helping you answer the question: what audience is present in this location?

High impact
It understand seasonal variability and how audiences change seasonally.

AI & Data | Services and Solutions

Telefónica Tech
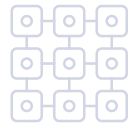
AI & Data | Services and Solutions

Mobility Insights   Tourism Insights   Store Insights   Mobility Marketing   Scoring

Scoring

MORE INFORMATION

Optimize your consumer credit business performance.

ABOUT THE SERVICE

It improves the information for risk decision making in the consumer credit analysis process. We provide you with an additional real-time data source to assess risk against future commitments and optimize credit offers for your customers. The standard credit score, combined with your own data insights, allows you to more accurately assess each customer.

The solution calculates personal scores with different models, such as the Telefónica Standard Score, based on a model trained with Telefónica data, or the Telefónica Customised Score, which combines Telefónica data with behaviours observed by your service, thereby adapting the model to your needs.

WHAT DOES IT ALLOW?

Access to your end customers' scores by means of an API that offers you:

- **High availability** of service.

- **High capacity** and **low latency.**

BENEFITS

Improve risk decisions
Access a new source of data to improve your credit decisions.

Facilitate access to credit
Optimize access to credit for your customers, improving the evaluation process.

Better credit terms
It allows you to offer more attractive credit terms based on accurate evaluations.

**Better customer evaluation**
Obtain reliable information to evaluate customers without previous references.

Greater privacy of personal data
It guarantees the privacy of all personal data, always based on the customer's consent.
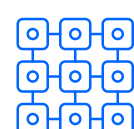
Telefónica Tech

AI & Data

Blockchain

We incorporate the benefits of Blockchain into your value proposition quickly and easily, without the need to allocate specialized resources that you can dedicate to the core of your business.
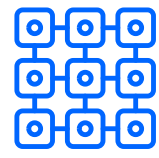
Telefónica Tech

BLOCKCHAIN

Adopt Blockchain, increase the transparency of your business, and convey more confidence to your customers.

AI & Data | Services and Solutions

TrustOS | Blockchain Networks

TrustOS

MORE INFORMATION

We facilitate the integration of Blockchain in any business, guaranteeing interoperability with other networks and ecosystems.

ABOUT THE SERVICE

TrustOS is Telefónica's managed Blockchain cloud service, which integrates a decentralized layer based on smart contracts deployed in different Blockchain networks. It offers basic Blockchain functionalities through HTTP APIs, simplifying the integration of Blockchain into your business logic.

We build, using **TrustOS**, a trusted ecosystem that allows you to use Blockchain without having to deal with the technological complexity. Our unique hybrid architecture combines the best of public and private Blockchain technologies, allowing you to enjoy the transparency and trust of public networks along with the performance and scalability of private networks.

WHAT DOES IT ALLOW?

It has four main modules covering 90% of Blockchain-based solutions:

- **API TRACK:** Traceability applications that allow you to track and verify the life cycle of any asset, physical or digital.

- **API TOKEN:** Tokenization applications to create transferable value through cryptographically secure tokens.

- **API CERT:** Certification solutions to accredit any type of information, event or digital content.

- **API ID:** Applications that manage decentralized identities and verifiable credentials.

BENEFITS

Simplifying the use of Blockchain

TrustOS facilitates the integration of Blockchain into your current systems and solutions, increasing the reliability of information and confidence in your operations, while requiring no specialized knowledge of technology.

Adaptation to new technologies

TrustOS incorporates connectors with the latest Blockchain networks on the market. If a new technology emerges, you won't have to worry about integration, just select the new network and start recording your information.

Innovation and brand image

Incorporating Blockchain into your products improves your customers' perception of the quality and innovation of your solutions.

Facilitates regulatory compliance and third-party verification

The use of Blockchain improves the transparency of your operations, simplifying audit and compliance processes and allowing third parties, such as customers, regulators or auditors, to verify your company's activity without exposing your information systems.
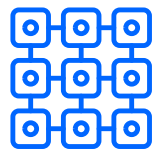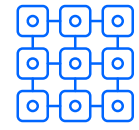
Telefónica Tech

BLOCKCHAIN

Adopt Blockchain, increase the transparency of your business, and convey more confidence to your customers.

TrustOS | Blockchain Networks

Blockchain Networks

MORE INFORMATION

We operate your Blockchain nodes or networks whatever technology you use to connect your solution.

ABOUT THE SERVICE

It allows nodes and networks of this technology to be deployed within the computing services managed by Telefónica, complying with our quality standards in terms of service continuity, redundancy, availability, security, and flexibility regarding the possible evolution of the architecture. The different components and services are arranged following a modular architecture that allows us to respond to different incidents, always minimizing the possible impact on the service.

We can also provide an operational support service for the deployed Blockchain platforms to ensure they are used correctly and optimally, and to guarantee the constant incorporation of new technologies and/or available networks that could be better adapted to the needs of the projects.

WHAT DOES IT ALLOW?

The infrastructure to be deployed will depend on your Blockchain adoption requirements, and may:

- **Deploy a new node** (with a role to be determined by the different technologies) that will connect to and begin to operate in a pre-existing network. The node will be monitored using Telefónica's tools and standards, yet it will be integrated with other environments and governance requirements of the network to which it connects.

- **Deploy a new network from scratch.** It will be possible, in this case, to use standard software distributed by the main industry communities (e.g., Ethereum or Hyperledger Besu), as well as images of fully functional nodes to replicate other market initiatives (e.g., EBSI). As part of the network, basic utilities are provided to monitor its operation (e.g., block explorer).

BENEFITS

Simplifies the tasks involved in operating Blockchain networks
It facilitates your company being able to take responsibility for the operation of blockchain nodes and networks without the need for knowledge of the technology, equipment or specialized resources.

Adaptation to market technologies
The Telefónica team is continuously training in the latest Blockchain technologies and networks on the market. This way, if a new technology appears in the coming months, the team will be able to incorporate it as a possibility when deploying a new node or network.

Innovation and brand image
The adoption of Blockchain in your company, whether by deploying its own network or connecting a node to an existing one, allows you to improve your image and your innovative and disruptive nature.

AI & Data | Services and Solutions

Telefónica Tech

Telefónica Tech

Ready to transform your business?

Telefónica Tech is the leading company in digital transformation. It has a wide range of services and integrated technological solutions in Cyber Security and NaaS, Hybrid Cloud, Connectivity and IoT, AI & Data, Future Workplace, Business Apps and Consulting and Professional Services.

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