Business Apps

Telefónica Tech

Empowering organizations with intelligent business solutions

telefonicatech.com

Telefónica Tech

A place called Telefónica Tech

With a highly diverse team of over **7,000 exceptionally skilled professionals** from more than 60 nationalities, Telefónica Tech unleashes the power of technology to transform businesses. From maximizing data value for better decision-making to strengthening organizational resilience and contributing to a more sustainable future.

Telefónica Tech is a leading NextGen Tech solutions provider, **building a unique customer journey** that evolves traditional Communications and IT services into NextGen IT solutions.

Our **robust and sustainable portfolio**, combined with high-value professional and managed services, enables Telefónica Tech to support clients in their digital transformation journey. From the evolution of their traditional communications and IT to the deployment of Cybersecurity & NaaS, Hybrid Cloud, and optimization of their business processes through **Business Applications**, IoT & Connectivity, Artificial Intelligence, and Future Workplace solutions.

TELEFÓNICATECH.COM

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

+5.5M
TELEFÓNICA B2B CUSTOMERS IN OVER 175 COUNTRIES, REACHED BY OUR CAPABILITIES EVERY DAY.

+7,000
HIGHLY SKILLED PROFESSIONALS ENGAGED IN DIGITAL TRANSFORMATION PROJECTS.

+60
NATIONALITIES REPRESENT THE MULTICULTURALITY OF OUR TEAM.

5,000
CERTIFICATIONS THAT PROVE OUR EXPERTISE IN THE TECHNOLOGIES WE WORK WITH.

Who is Telefónica Tech in Business Apps?

A **leading provider of Business Applications services and solutions**, offering a portfolio of SaaS-based capabilities that integrate Artificial Intelligence, Machine Learning, and Data Analytics to help companies manage their commercial, financial, and operational processes much more efficiently.

+500	+1,000	SPECIALIZED CENTERS
PROFESSIONALS	CERTIFICATIONS	
DEDICATED TO BUSINESS APPS	HELD BY OUR EXPERTS ACROSS VARIOUS TECHNOLOGIES	IN SPAIN, THE UK, CENTRAL EUROPE AND COLOMBIA

+1,000	+250	PROJECTS IN MORE THAN 15
PROJECTS DELIVERED	CLIENTS	COUNTRIES

For **over a decade, we've been helping clients like you** achieve their business goals through Business Applications. We are **experts in digital transformation** and how to apply technology to automate and optimize processes and improve decision-making.

Our team is composed of multidisciplinary, top-level international experts, whose excellence and leadership are recognized by leading industry analysts, technology partners, and most importantly, our clients.

We see technology as a tool at your service, and this vision, combined with our **agnostic approach** and **alliances with top market players**, allows us to offer you the best **Business Applications** solutions tailored to your specific needs.

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Business Apps
Services and Solutions

At Telefónica Tech, we offer a comprehensive ecosystem of enterprise solutions designed **to digitize and automate key processes** across any organization.

Our value proposition includes services focused on **optimizing business management, enhancing customer experience, and maximizing operational efficiency.**

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BUSINESS MANAGEMENT (ERP)

Optimize and automate the comprehensive management of your business.

- **SAP**
Digitize and automate enterprise management.

- **Dynamics 365**
Manage and automate operations on a single platform.

- **Sage** SMBs
Optimize accounting and financial management for your business.

- **Aliquo** SMBs
Improve logistics and administration with a flexible ERP.

CUSTOMER MANAGEMENT (CRM)

Centralize and improve customer relationships.

- **Salesforce**
Optimize sales and customer relations with the leading cloud-based CRM.

- **Dynamics 365**
Centralize customers and sales with a unified CRM.

- **ForceManager** SMBs
Improve customer and sales management with a mobile-first CRM.

TALENT MANAGEMENT (HRM)

Digitize and optimize Human Resources management.

- **SAP SuccessFactors**
Digitize and automate talent management.

INTELLIGENT AUTOMATION

Automate processes and boost operational efficiency.

- **Power Platform**
Automate processes and build apps with no-code solutions.

- **BMC**
Automate and optimize IT service management.

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Business Management (ERP)

We transform business management with **ERP solutions that digitize and automate** key processes, ensuring **greater productivity, efficiency, and financial control.**

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SAP | Dynamics 365 | Sage | Aliquo

SAP

FIND OUT MORE ON OUR WEBSITE

Optimize business management with the world's leading ERP, digitizing and automating core processes to improve efficiency and enable strategic decision-making.

ABOUT THE SERVICE

Companies undergoing digital transformation need solutions that **unify and optimize the management of their key processes** (sales, production, finance, HR, etc.). **SAP is the leading ERP solution** for organizations seeking a smart, scalable, secure, and efficient cloud-based platform.

At Telefónica Tech, we offer **end-to-end SAP management**, from consulting to implementation and support, ensuring a **scalable deployment aligned with your strategic business goals**, while delivering s**eamless and efficient management.**

How do we help you?

- **Consulting and advisory services** to define your SAP digital transformation strategy.

- **SAP implementation, migration,** and ongoing functional and technical support.

- **BASIS administration to optimize performance and security** of your SAP environment.

- **Flexible cloud infrastructure** (SAP Virtual, RISE and GROW, hyperscalers like AWS, Azure, Google).

WHAT DOES IT ENABLE?

- **Unified and digitized management of business processes** on a single platform.

- **Optimization of** supply chain, financial management, and human resources administration.

- **Cloud migration of ERP** with advanced analytics and automation tools.

- **Access to intelligent solutions** for real-time strategic decision-making.

BENEFITS

Flexibility and adaptability for every company
A scalable solution that fits businesses of any size and industry.

Cost optimization and budget control
Greater financial efficiency with centralized visibility and resource management.

Process automation and digitization
Reduced manual tasks and optimized workflows across all departments.

Secure and scalable cloud ecosystem
Flexible infrastructure integrated with SAP Virtual, RISE, GROW, and hyperscaler environments.

Business Apps | Services and Solutions

Telefónica Tech

SAP | Dynamics 365 | Sage | Aliquo

Dynamics 365

FIND OUT MORE ON OUR WEBSITE

Manage and automate business operations with a flexible ERP that connects finance, supply chain, and core processes on a single platform.

ABOUT THE SERVICE

Companies need a modern and flexible ERP that connects all departments and optimizes both internal and external processes. **Microsoft Dynamics 365** is a comprehensive platform that unifies finance, operations, supply chain, sales, and HR in a single cloud environment, enabling a 360° view of both business and customer.

At Telefónica Tech, **we support you throughout all project phases** from strategy and implementation to post-launch support, ensuring that Dynamics 365 perfectly adapts to your company's specific needs.

How do we help you?

- **Consulting and strategy** for digital transformation with Dynamics 365.

- **ERP implementation and customization** tailored to your business requirements.

- **Integration with business tools** such as Microsoft 365, Power Platform, and BI.

- **Ongoing support and optimization** after go-live.

WHAT DOES IT ENABLE?

- **Optimization of financial and operational processes** with advanced automation.

- **Integrated management of customers and sales** with a unified business view.

- **Improved supply chain performance** with real-time analytics.

- **Scalability and flexibility** to adapt to business growth.

BENEFITS

Automation and efficiency
Optimize workflows by automating financial, commercial, and operational processes.

Integrated business management
Unify all business areas on a single platform for greater control and visibility.

Data-driven decision-making
Real-time analytics with dashboards and predictive intelligence to enhance business strategy.

Scalability and flexibility
Adaptable to any industry, enabling progressive growth with modular and cloud-based options.

Business Apps | Services and Solutions

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SAP | Dynamics 365 | Sage | Aliquo

Business Apps | Services and Solutions

Sage SMBs

FIND OUT MORE ON OUR WEBSITE

Optimize accounting, invoicing, and financial management with a modular ERP designed for efficiency and control in small and medium-sized businesses (SMBs).

ABOUT THE SERVICE

Small and medium-sized businesses need to streamline their accounting, sales, and HR management with adaptable and scalable solutions. **Sage** is a modular ERP that simplifies the management of **finances, sales, inventory, and employees, enabling process automation and data-driven decision-making.**

At Telefónica Tech, **we implement, customize, and integrate Sage** into your business's cloud infrastructure, ensuring more efficient and connected management.

How do we help you?

- **Implementation and configuration** of Sage according to business needs.

- **Integration with existing** enterprise **systems.**

- **Support and maintenance** to ensure optimal ERP performance.

WHAT DOES IT ENABLE?

- **Accounting and budgeting management** with full control over income and expenses.

- **Inventory and invoicing optimization** with real-time traceability and analytics.

- **Automation of sales and commercial management** with customized reports.

- **HR and payroll management,** ensuring compliance with legal regulations.

BENEFITS

Efficiency in business management

Automated accounting, invoicing, and sales processes to reduce time and costs.

Optimization of financial control

Increased visibility and control over financial resources with detailed reports.

Scalability and business adaptation

Flexible solution that grows with the company, adding modules as needed..

Integration with other business systems

Connectivity with other platforms like Microsoft 365 and CRM for unified management.

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SAP   Dynamics 365   Sage   Aliquo

Aliquo SMBs

Improve logistics, administrative, and production management with an ERP specialized in optimizing processes and reducing operational costs for SMBs.

FIND OUT MORE ON OUR WEBSITE

ABOUT THE SERVICE

Small and medium-sized businesses need an **agile and flexible ERP** that enables them to efficiently manage daily operations. **Aliquo** streamlines **warehouse, manufacturing, services, accounting, and sales management** by automating key processes to enhance profitability and business control.

At Telefónica Tech, **we offer implementation, customization, and specialized support** to integrate Aliquo into your business infrastructure, ensuring smooth and business-aligned operations.

How do we help you?

- **Implementation and configuration** of Aliquo tailored to your business.

- **Automation of key processes** in warehouses, production, accounting, and services.

- **Integration with e-commerce platforms,** POS, and business tools.

- **Ongoing support and training** to optimize usage.

WHAT DOES IT ENABLE?

- **Advanced warehouse and inventory management** with full traceability.

- **Production optimization and cost control** in manufacturing processes.

- Automated accounting and finance for greater operational efficiency.

- **Integration with e-commerce platforms** and POS for unified management.

BENEFITS

Optimization of business processes
Automation of warehouse, production, and accounting management for higher efficiency.

Greater business control and profitability
Monitoring of costs, project profitability, and resource optimization.

Data-driven decision-making
Access to real-time reports to optimize inventory, sales, and production management.

Integration with digital platforms
Connectivity with e-commerce, POS, mobile applications, and business tools.

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Customer Management (CRM)

In today's digital world, managing customer relationships is key to any business's success. With **Customer Management (CRM) f**rom Telefónica Tech, we help you manage and improve customer interactions across **sales, marketing, and customer service.**

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Salesforce   Dynamics 365   ForceManager

Salesforce

FIND OUT MORE ON OUR WEBSITE

Transform your commercial management with the world's leading cloud CRM platform, optimizing sales, marketing, and customer service.

ABOUT THE SERVICE

In an increasingly competitive market, standing out and personalizing the customer experience is critical. **Salesforce** helps o**ptimize commercial processes, enhance customer service, and strengthen marketing** strategies with data intelligence.

At Telefónica Tech, **we support you in the deployment and customization** of any solution within the Salesforce framework, adapting it to your needs and ensuring scalable and efficient integration.

How do we help you?

- **Deployment and customization** of Salesforce according to business needs.

- **Integration** with existing business systems.

- **Consulting and customization of clouds** such as Sales Cloud, Service Cloud, and Marketing Cloud.

WHAT DOES IT ENABLE?

- **Full flexibility** to adapt the platform to any business and evolve with it.

- **Centralized customer management** with automated sales and post-sales processes.

- **Access to an ecosystem of applications** on AppExchange and connectivity with external tools.

BENEFITS

Automation and efficiency
Optimizes commercial processes with automated workflows and reduces administrative tasks.

Personalized customer experience
Omnichannel interactions and advanced segmentation to improve customer loyalty.

Advanced analytics and decision-making
Real-time data and predictive analytics to improve sales and marketing strategies.

Integration with the business ecosystem
Connectivity with ERP, automation tools, and productivity platforms.

Business Apps | Services and Solutions

Telefónica Tech

Salesforce | Dynamics 365 | ForceManager

Dynamics 365

FIND OUT MORE ON OUR WEBSITE

Strengthen customer relationships with an integrated CRM that streamlines acquisition, retention, and sales management within a unified ecosystem.

ABOUT THE SERVICE

Digital business transformation requires tools that connect internal processes, improve efficiency, and enhance the customer experience. **Microsoft Dynamics 365** is a comprehensive platform that combines **ERP** (Enterprise Resource Planning) **and CRM (Customer Relationship Management) into a single cloud environment**, enabling process automation, better decision-making, and customer management.

At Telefónica Tech, **we guide you through the deployment, customization, and optimization of Dynamics 365, ensuring a scalable, efficient rollout aligned with your strategic business goals.**

How do we help you?

- **Consulting and strategic advice** for adopting Dynamics 365.

- **Deployment and customization** of modules based on business needs.

- **Integration with business tools** like Microsoft 365, Power Platform, and BI.

- **Ongoing support** and post-implementation optimization.

WHAT DOES IT ENABLE?

- **Optimization of the entire sales cycle,** from lead acquisition to conversion.

- **360° view of the customer and business** with real-time unified data.

- **Automation of financial, operational, and HR processes** to improve efficiency.

- **Full flexibility** to scale and customize the platform as the business grows.

BENEFITS

Optimized sales performance
Automates the sales cycle to enhance productivity and conversion.

Centralized customer management
Unifies all processes in one integrated platform for greater efficiency.

Greater operational profitability
Automates financial and commercial processes to reduce costs.

Omnichannel experience and personalization
Seamless customer interaction across all channels for better relationships.

Business Apps | Services and Solutions

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Salesforce   Dynamics 365   ForceManager

Business Apps | Services and Solutions

ForceManager SMBs

Boost the commercial productivity of SMBs with a mobile CRM designed to optimize customer and sales management on the go.

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ABOUT THE SERVICE

For small and medium-sized businesses with constantly moving sales teams, agility and efficiency in customer management are crucial. **ForceManager** is a CRM specifically designed for sales teams that need r**eal-time access to customer information**, optimizing their processes and enhancing decision-making.

At Telefónica Tech, **we provide ForceManager deployment with a scalable cloud solution**, advanced integrations, and specialized support, ensuring a smooth transition and optimized usage.

How do we help you?

- **Cloud CRM** with mobile access, video calls, and geolocation.

- **Automation of administrative tasks** so sales teams can focus on selling.

- **Consulting, training, and support** for effective platform adoption.

WHAT DOES IT ENABLE?

- **Centralized management of customers** and sales opportunities.

- **Sales automation and data analysis** powered by artificial intelligence (Dana AI).

- **Integration with tools like Microsoft 365 and Sage** for seamless operations.

- **Customization** based on the business and sales team's specific needs.

BENEFITS

Increased sales team productivity
Automation of commercial tasks to boost efficiency and close more deals.

Full control of the sales process
Smart dashboard with key KPIs for managing customers and tracking opportunities.

Agility and reduced manual tasks
Minimizes administrative work so sales teams can focus on selling.

Seamless mobile access
Manage sales anytime, anywhere with a CRM optimized for mobility.

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Talent Management (HRM)

We offer solutions that **automate and digitize the entire employee lifecycle**, from recruitment to performance management and training, reducing time and costs.

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SAP SuccessFactors

SAP SuccessFactors

FIND OUT MORE ON OUR WEBSITE

Digitize and automate talent management with the leading cloud-based Human Resources platform, optimizing recruitment, performance, and training.

ABOUT THE SERVICE

In an increasingly competitive labor market, digitizing HR processes is essential to attract, develop, and retain top talent. **SAP SuccessFactors** is a **cloud solution** designed to help companies efficiently **manage their workforce, automate key processes, and enhance the employee experience.**

At Telefónica Tech, we support you in the **implementation, customization, and optimization** of SAP SuccessFactors, ensuring an **efficient deployment aligned with business goals.**

How do we help you?

- **Consulting and implementation** of SAP SuccessFactors to automate and digitize HR processes.

- **Setup and deployment of modules** for recruitment, training, performance management, etc., tailored to your needs.

- **Ongoing support, training, and maintenance** to ensure optimal adoption and platform usage.

WHAT DOES IT ENABLE?

- **Efficient recruitment and onboarding** processes to attract and integrate talent.

- **Performance and compensation management,** optimizing evaluations and rewards.

- **Training and professional development** with personalized plans to grow talent.

- **Advanced analytics and interactive dashboards** for strategic decision-making.

BENEFITS

Digitization of HR management
Automation of processes like recruitment, performance, and training for more agile and efficient HR management.

Advanced analytics and decision-making
Real-time reports and analytics to improve strategic talent planning.

Centralization and consistency in processes
Unified data and elimination of disparate systems to ensure consistency and scalability in talent management.

Enhanced employee experience
Promotes autonomy and growth through digital access to HR information and processes.

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Intelligent Automation

Intelligent Automation solutions enable companies **to automate repetitive processes, optimize business tasks, and modernize infrastructure** with low-code tools and machine learning.

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Power Platform   BMC

Business Apps | Services and Solutions

Power Platform

FIND OUT MORE ON OUR WEBSITE

Automate processes, develop apps, and optimize business analytics with Microsoft's leading low-code hyperautomation platform.

ABOUT THE SERVICE

Companies need to transform their processes to improve efficiency and reduce costs. Microsoft **Power Platform** is **a comprehensive automation and business intelligence platform** that allows you to create **applications, streamline workflows, and enhance data analytics** without coding.

At Telefónica Tech, we guide you throughout the entire adoption process, **from strategy to post-implementation** support, ensuring you leverage the full potential of **low-code, AI**, and **hyperautomation**.

How do we help you?

- **Implementation and configuration** of Power Apps, Power Automate, Power BI, and Copilot Studio.

- **Strategy and advisory services** for business process automation.

- **Governance and control of workflows and applications** to ensure security and scalability.

- **Support and training** to maximize team adoption.

WHAT DOES IT ENABLE?

- **Rapid digital transformation,** reducing reliance on legacy solutions.

- **Smart automation** with AI and machine learning to optimize operations.

- **Greater agility in app development** to meet business needs.

- **Integration with business systems** like ERP, CRM, and BI platforms.

BENEFITS

Automation and efficiency
Process optimization and higher productivity with advanced automation.

Reduced costs and administrative effort
Eliminates repetitive tasks and streamlines workflows without coding.

Empowering teams
Enables non-technical users to develop apps without relying on IT.

Better decision-making
Real-time analytics to optimize strategies and improve outcomes.

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Power Platform | BMC

BMC

FIND OUT MORE ON OUR WEBSITE

Optimize IT service management with an advanced automation and control platform that enhances operational efficiency and security.

ABOUT THE SERVICE

In a digital and multicloud environment, companies need tools to streamline ITSM, optimize workflows, and ensure operational continuity. **BMC**, in collaboration with Telefónica Tech, **offers an advanced automation and cloud service management platform** designed to **maximize efficiency** and **improve business decision-making.**

At Telefónica Tech, **we provide consulting, implementation, and support** to ensure smooth and scalable integration of BMC within your digital ecosystem.

How do we help you?

- **Implementation** of BMC ITSM in the cloud.

- **Workflow automation** and intelligent operations management (AIOps).

- **Optimization** of IT service delivery with advanced self-service tools.

- **Integration** with business systems and **multicloud** management.

WHAT DOES IT ENABLE?

- **Standardization and improvement** of service delivery processes with ITSM.

- **Automation of business processes** and operations management (AIOps, Control-M, Discovery).

- **Greater traceability and visibility** of IT infrastructure in real time.

- **Efficient resource management** with shared data models and impact simulation.

BENEFITS

Advanced automation and integration
Optimized IT support and service management with automated workflows.

Reduced time and operational costs
Process optimization with intelligent workflows to improve efficiency.

Better customer and end-user experience
Simplified IT support access with digital workplace and self-service tools.

Greater security and IT management control
Centralized monitoring and regulatory compliance for secure operations.

Business Apps | Services and Solutions

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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 Business Apps, Cyber Security and NaaS, Hybrid Cloud, Connectivity and IoT, AI & Data, Future Workplace and Consulting and Professional Services.

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