

Azure AI Services



Service Overview

Telefónica Tech's services can help select, configure, test and deploy Microsoft Artificial Intelligence to deliver Predictive Models and AI Services. Telefónica Tech's work with you and your team to design, develop and deploy algorithms, models and services that provide the foundation for planning, automation, customer engagement, business investment and transformation.

Telefónica Tech is a fully certified Microsoft Data and AI Solutions Partner with advanced specialisation in Analytics, AI and Machine Learning, and holds the prestigious Azure Expert Managed Service Provider (MSP) certification, as well as Microsoft accredited Advanced Specialisations in AI and Machine Learning on Microsoft Azure, Analytics on Microsoft Azure, Infrastructure and Database Migration to Microsoft Azure, Microsoft Azure Virtual Desktop, and Cloud Security. We have around 140 consultants dedicated to Data & AI, supporting clients from strategy and roadmap definition through to implementation, operational support, DataOps, and MLOps.

Our Azure Data & AI Platform Accelerator, built on Azure Data Factory and Databricks, supports Data Lakehouse architecture and is delivered by Databricks certified engineers and Partner Champions. We provide end-to-end consultancy and operational services for AI solution development, including AI readiness, requirements definition, development, deployment, maintenance, performance tuning, and monitoring, utilising trusted platforms such as Microsoft Azure, Databricks, and AWS. Telefónica Tech has subject matter expertise in building, managing, and deploying AI solutions leveraging Azure AI services, including Azure OpenAI and Copilot, as well as data science and machine learning, ensuring solutions are secure, responsible, and human-centric.

Our Gen AI Accelerator is a proprietary framework for deploying generative AI solutions at speed and scale, with pre-built components, governance models, and integration patterns for strategic documentation, intelligent chatbots, and internal engagement. Telefónica Tech supports all phases of AI solution development, from defining maturity and future state to building actionable roadmaps and delivering secure, scalable solutions aligned with regulatory and business requirements. We have demonstrated success in deploying scalable AI platforms, integrating CI/CD pipelines, and tailoring tools to data science workflows within Azure environments for clients across sectors, including health, legal, finance, and logistics.

Our offering includes the following features:

- Develop supervised, unsupervised and timeseries based machine learning algorithms
- Create prototypes, pilots, proof of concepts or production solutions
- Take advantage of AI Advanced Specialisation and Microsoft Gold Partner
- Gain meaningful insight enabling empowered decisions
- Expertise in Azure Machine Learning, Azure AI Services and Databricks
- Facilitated workshops to guide Solution Envisioning, Feasibility and Prioritisation
- Expertise in Prompt Engineering, Large Language Model fine-tuning and Retrieval-Augmented-Generation
- Accelerators for Exploratory Data Analysis, Feature Engineering and Model Selection
- ML Ops framework and methods to manage models in Production
- Deploy Azure AI services to realise value of unstructured data

Our Deliverables:

- Integrates with other technologies stacks
- Build and deploy quickly using Cloud platform
- Become a pro-active and innovative business
- Understand impact of Artificial Intelligence on relevant sectors
- Realise value of unstructured data
- Deliver Confident Predictions to transform ways of working
- Drive ROI from Azure Data Platform
- Establish impactful, personalised customer engagement
- Automate decision-making within business processes

Why Telefónica Tech?

1. Our Propel method gets you from idea to working solution fast. This lets you unlock value quickly from your modernisation initiatives.
2. We have deep expertise across the full app stack with proven customised solutions that speed your modernisation.
3. We help you adopt change with less risk and disruption, using modular delivery that keeps compliance and quality high.

We focus on high-value apps and features that deliver clear business impact.

Additional Services to Elevate Your Business

Cloud Strategy

Scale cloud adoption for maximum business impact.

GreenOps

Measure and optimise your cloud carbon footprint, making your cloud operational sustainable.

FinOps

Optimise your cloud spending and boost financial accountability.

Multi-Cloud

Deliver workload freedom by deploying your workloads across multiple cloud providers seamlessly.

Cloud Managed Services

Expert management and support for your cloud environment.





Leading the Way in *Digital Transformation* for our Customers

Telefónica Tech unlocks the power of integrated technology, bringing together a unique combination of the best people, with the best tech and the best platforms, supported by a dynamic partner ecosystem to make a real difference to every business, every day.