

AWS Artificial Intelligence



Service Overview

Telefónica Tech's services can help select, configure, test and deploy AWS 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 an AWS Premier Consulting Partner, demonstrating the highest tier of AWS Consulting Partnership and technical proficiency in delivering complex and specialised solutions across a broad range of AWS services, including Artificial Intelligence (AI). We provide end-to-end consultancy, from initial assessment and planning to implementation and ongoing support, covering cloud migration, architecture, data lake creation, data warehousing optimisation, and enhanced analytics capabilities. Our experts offer specialised advanced support in local language, with escalation and prioritisation as required, and AWS recognises us as a partner with the skills to design, build, migrate, and manage workloads for our customers. We have a team of professionals certified in AWS technology, capable of designing and adapting solutions that help companies become more efficient, competitive, and innovative in their business areas, including Generative AI use cases.

Our offering includes the following features:

- Develop supervised, unsupervised and timeseries based machine learning algorithms
- Create prototypes, pilots, proof of concepts or production solutions
- Gain meaningful insight enabling empowered decisions
- Expertise in AWS machine learning services, including Amazon SageMaker, AWS AI Services, and Databricks on AWS
- 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 AWS 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 AWS 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.