

AI Strategy

Ensure your AI Strategy is in sync with your business objectives and market trends



Service Overview

Telefónica Tech's AI Strategy Development service helps public sector organisations move beyond isolated AI experiments by providing a clear, actionable strategy aligned to organisational objectives and public value. Through expert-led workshops and collaborative planning, the service delivers a structured roadmap that aligns AI initiatives with governance, capability, and long-term delivery considerations, ensuring AI investment is purposeful and accountable.

The service provides a comprehensive view of current AI maturity and a practical transition plan to scale AI across the organisation. It supports teams at all stages of their AI journey—whether establishing foundations or scaling existing initiatives—by focusing on prioritised use cases, capability gaps, and strategic documentation that enables confident, sustainable adoption

Our offering includes the following features:

- Expert-led discovery workshops to assess organisational readiness, data maturity, and AI capability
- Collaborative envisioning sessions to define target state and prioritise high-impact AI use cases
- Development of a clear, actionable AI strategy aligned to business and public sector outcomes
- Structured AI roadmap covering governance, capability gaps, and delivery phases
- Skills and capability gap analysis with recommendations to build internal AI readiness
- Executive playback session to support senior stakeholder alignment and decision-making

Our Deliverables:

- Provides clear direction on AI adoption, from current state through to future goals
- Enables transition from AI pilots to scalable, organisation-wide implementation
- Ensures AI initiatives are aligned to measurable business and public value outcomes
- Identifies data, skills, and governance gaps that could hinder successful AI adoption
- Supports long-term planning and governance for sustainable AI delivery

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.

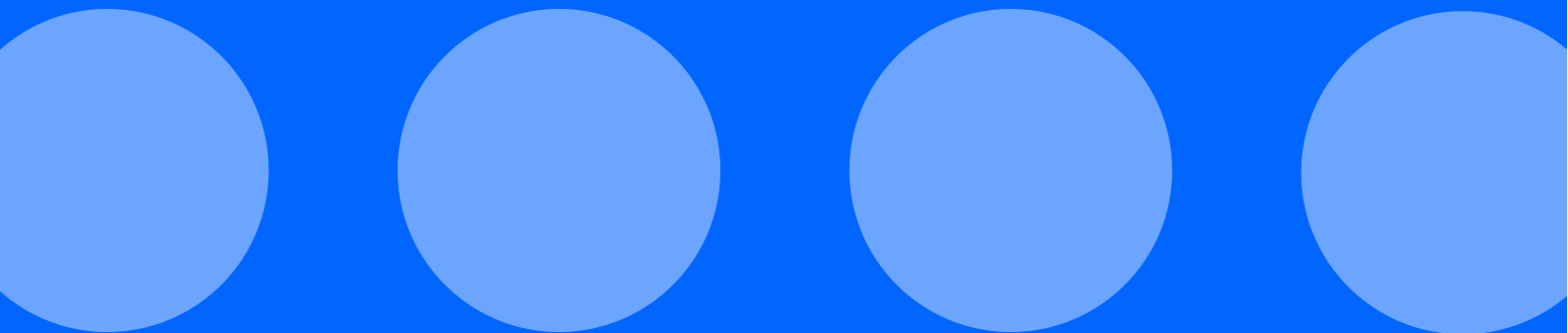
Multi-Cloud

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.