

Azure Machine Learning



Service Overview

Telefónica Tech services can help conceive, create and deploy predictive models using a variety of tools on Azure such as Azure Machine Learning and Databricks. Telefónica Tech work with you and your team to design, develop and deploy algorithms and models that provide the foundation for planning, investment and competitive advantage.

Telefónica Tech has subject matter expertise building, managing, and deploying AI solutions that leverage Azure AI services such as Azure OpenAI and Copilot, as well as data science and machine learning. We support all phases of AI solutions development—from AI readiness and requirements definition to development, deployment, maintenance, performance tuning and monitoring. Whether exploring Azure OpenAI, Databricks ML, or Amazon SageMaker, our solutions are built to be secure, responsible, and human-centric, helping organisations adopt AI with confidence and clarity. Azure Machine Learning Service (AMLS) is targeted at meeting the real needs of the data scientist, focusing on model management and deployment, which is often the more challenging aspect of providing value. AMLS is a cloud service released by Microsoft in 2018 to replace Azure Machine Learning Workbench, and should not be confused with Azure Machine Learning Studio, which remains available as a separate product.

The first step to develop locally is to install the azureml SDK in Python, and models can be trained on local machines, Data Science VMs in Azure, or using the AMLS service. Telefónica Tech designed and deployed a scalable AI platform within the organisation's Azure environment, including dedicated infrastructure, CI/CD pipelines, and integrated tools tailored to data science workflows. The platform is secure, scalable, and aligned with enterprise IT standards. Telefónica Tech implemented its Gen AI Accelerator and Machine Learning Accelerator to enable rapid development of impactful use cases. The Gen AI Accelerator is Telefónica Tech's proprietary framework for deploying generative AI solutions at speed and scale. Telefónica Tech is a Microsoft Solutions Partner, delivering end-to-end Azure-based solutions ensuring resilience, governance, and performance across every stage of the digital transformation journey.

Our offering includes the following features:

- Develop and optimise machine learning algorithms and models
- Create prototypes, pilots, proof of concepts or production solutions
- Take advantage of Azure AI Advanced Specialisation, Microsoft Gold Status
- Gain meaningful insight enabling empowered decisions
- Expertise in Azure Machine Learning, Databricks and Fabric
- Facilitated workshops to guide Solution Envisioning, Feasibility and Prioritisation
- Proven, effective approach to efficiently deliver proof of concepts
- Accelerators for Exploratory Data Analysis, Feature Engineering and Model Selection
- ML Ops framework and methods to manage models in Production
- Experience with Supervised, Unsupervised and Time-series learning problems

Our Deliverables:

- Integrates with other technologies stacks
- Build and deploy quickly using Cloud platform
- Become a pro-active, innovative business
- Understand impact of AI & Machine Learning on relevant sectors
- More impactful, responsive and personalised customer engagement
- Automate processes to reduce costs and increase velocity and efficiency
- Support and enhance capability and productivity of data science team
- Increase ROI from Azure Data Platform
- Predict future events with confidence to transform 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.