

Business Intelligence Strategy



Service Overview

Telefónica Tech works collaboratively with clients to define their Business Intelligence strategy, supporting their organisational objectives. This enables clients to derive business value from their data by measuring, managing, and improving business performance. Data strategies include people, process, and technology components, as well as an actionable roadmap to implement the strategy.

Telefónica Tech's business intelligence strategy offering is centred around enabling organisations to generate insights, improve decisions, and optimise operations by combining structured and unstructured information with artificial intelligence technologies.

Our data and AI services cover strategy, data engineering, analytics, data science, AI implementation, and ongoing platform management. We tailor solutions to specific business goals, operational requirements, and industry regulations. Our approach includes assessing infrastructure, ingestion, reporting, governance, and AI enablement to uncover inefficiencies, reduce costs, and identify opportunities for improvement, resulting in a tailored roadmap of tactical and strategic recommendations aligned to business goals.

We start with the end in mind, identifying and prioritising business challenges, mapping them to organisational goals, and defining candidate solutions for proof of concept or pilot delivery. Telefónica Tech's Solution Envisioning Workshop helps organisations navigate the many moving parts of data analysis from data sources and technology options to stakeholder alignment and budget constraints.

Our offering includes the following features:

- Identify areas where data can improve performance
- Development of business outcome led KPIs
- Understanding of key stakeholder needs
- Investigation into existing data sources
- Development of a roadmap
- Technical architecture design

Our Deliverables:

- Understand your business through existing data
- Achieve a single version of the truth
- Measure and improve business performance
- Reduce business risk
- Services designed to meet your business objectives

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.

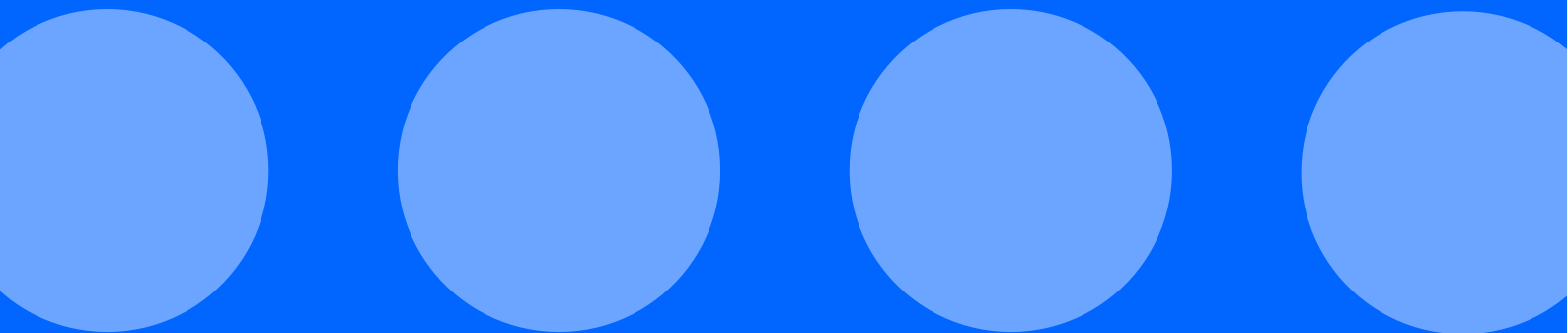
Multi-Cloud

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.