Take things and data further
At the end of 2019, the ‘new Telefónica’ was announced. Telefónica Tech is one of its fundamental pillars.

T-tech combines Telefónica’s global strengths across B2B digital services, creating self-contained companies with the aim of becoming the Tech Partner of choice for B2B customers.

- Exploit cross-business capabilities, talent, & products
- Fast decision making and flexible solutions
- Delivering digital transformation to our B2B customers
- Leveraging current best in class Telefónica capabilities
IoT & Big Data/AI are two main pillars of the digital transition

INTERNET OF THINGS
is digitalizing the physical world towards a hyperconnected world where all objects are sensed and online.

Digital processes generate tons of data which BIG DATA / AI convert to knowledge, allowing to understand what happened and predict what will happen next.

IOT & BIG DATA/AI are excellent examples of symbiosis, generating and getting value from the other.

Big Data is the best mechanism to extract all the value from the IoT data, as we can extract all insights from the IoT data.

There is a promising opportunity for those companies that can combine these technologies to become the transformation partner of choice for B2B customers.
The Smart Data Path

5 pillars that support an environment of infinite possibilities

#1 gather  #2 connect  #3 process  #4 analyse  #5 act

AI of Things
Towards a smart tourism sector