AI Innovation Hub

The Telefónica Tech Azure AI Innovation Hub enables organisations to rapidly get started on the journey to AI adoption. Balancing the needs of swift innovation and enterprise grade resilience, the Innovation Hub ensures that successful AI pilot projects can be scaled into production smoothly.
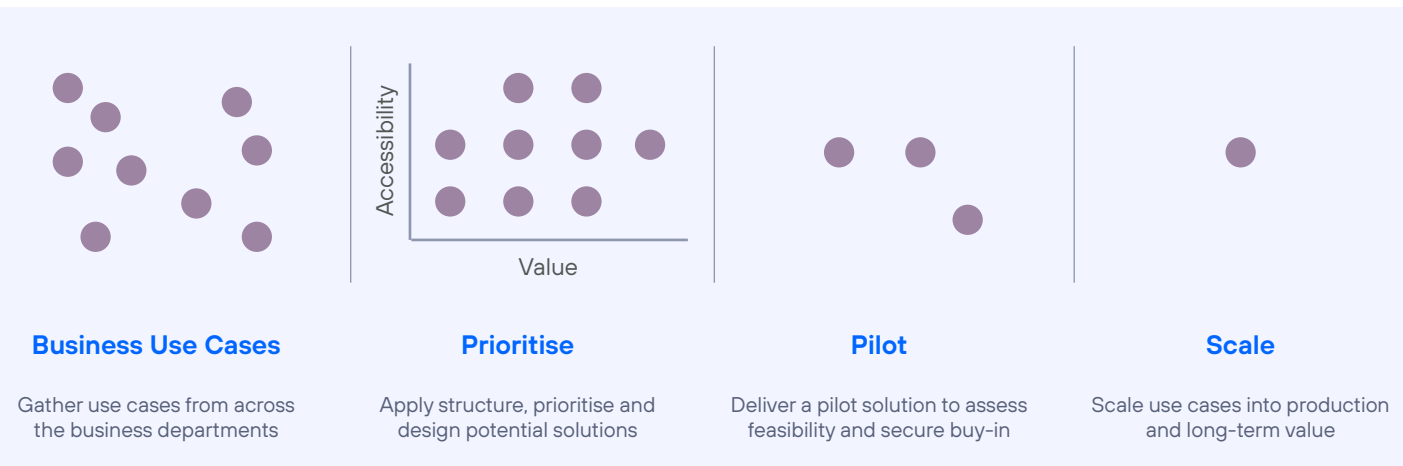
From establishing the foundational architecture of an AI enabled landing zone, to deciphering, structuring and prioritising use-cases and ultimately delivering feasible AI pilot projects, the Telefónica Tech Azure AI Innovation Hub ensures that your pilot projects transition smoothly into impactful, value-adding solutions for your business. Embrace innovation that's not just advanced but also approachable, with the Telefónica Tech Azure AI Innovation Hub.

CHALLENGES

The explosion of generative AI has meant that customers are rapidly embarking on AI pilot projects to secure their place at the front of the AI revolution. Whilst an initially promising pilot can be a huge success, organisations now face the challenge of embedding this capability into the business. Without the correct foundation in place, the adoption process can be highly challenging and not deemed ready to scale to a production environment.
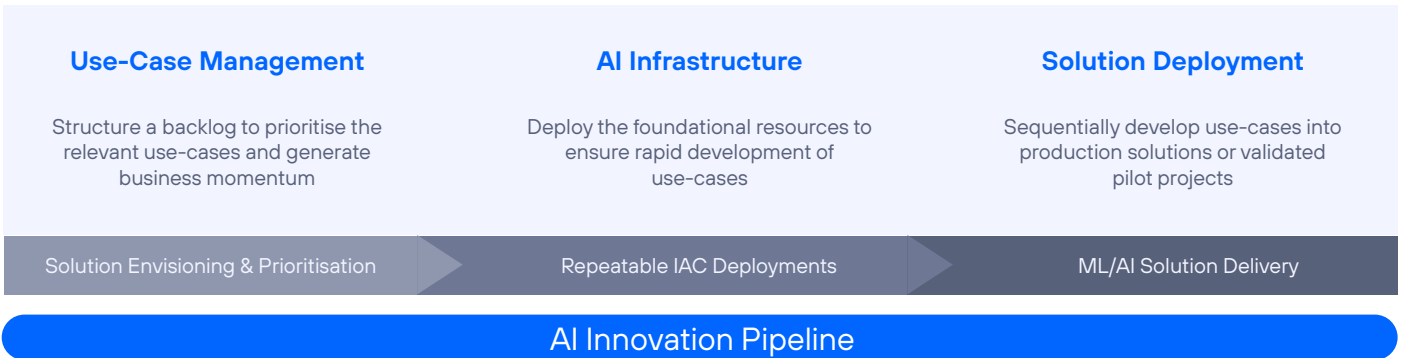
TELEFÓNICA TECH AI INNOVATION HUB

The diagram below depicts our offering known as the Telefónica Tech Innovation Hub. Many customers have multiple diverse use-cases and this approach helps to build structure around those. The purpose of this approach is to assist our customers with shaping and succeeding with their AI journey. By assisting organisations with the discovery, prioritisation, delivery and assessment of their most valuable use cases, we can ensure that eye-catching pilot deployments are scaled into high-value differentiators.

Business Use Cases

Gather use cases from across the business departments

Prioritise

Apply structure, prioritise and design potential solutions

Pilot

Deliver a pilot solution to assess feasibility and secure buy-in

Scale

Scale use cases into production and long-term value

The Telefónica Tech AI Innovation Hub comprises three core pillars to ensure coverage across all areas of the innovation pipeline. Telefónica Tech expertise with drawing out use-cases and structuring those into business propositions ensure that all potential opportunities are evaluated equally and prioritised against the organisation's strategic objectives.

Using our existing accelerators and knowledge of DevOps tooling we can rapidly deploy the robust foundation for any future AI initiatives. Lastly, our AI engineers can develop Pilot solutions using the deployed architecture which can then be smoothly scaled into production, due to having the correct foundations in place. By combining our ability to quantify value and deliver a high value solution on production ready architecture, we ensure long term value from AI.

Use-Case Management	AI Infrastructure	Solution Deployment
Structure a backlog to prioritise the relevant use-cases and generate business momentum	Deploy the foundational resources to ensure rapid development of use-cases	Sequentially develop use-cases into production solutions or validated pilot projects
Solution Envisioning & Prioritisation	Repeatable IAC Deployments	ML/AI Solution Delivery

AI Innovation Pipeline

Start or extend your cloud journey in a matter of days

Align to the Microsoft Cloud Adoption Framework for Azure, ready made for 90% of deployments and extendible with our custom modules. Benefit from our experience of building resilient and secure Azure platforms based on Hub and Spoke networks.

By combining a wealth of experience creating and managing backlogs with expert knowledge of Azure and AI technologies, Telefónica Tech can ensure a steady pipeline of use cases can be progressed from initial inception through design and pilot stages, and into production. Our consultants lean on industry experiences and cutting-edge R&D to advise customers on the use cases relevant to their business and provide insight on the optimal prioritised backlog to support the AI adoption journey.

With the current influx of AI use cases, Telefónica Tech understands that not every use case is immediately viable, the AI Innovation Hub allows customers to "fail-fast" and avoid spending time and resources on initiatives that are not feasible. However, our approach ensures that the foundational infrastructure and processes are established so that viable use cases can scale into production successfully, without encountering a stream of organisational blockers.

Governance & Security
Regional and resource type enforcement to securenetworking. Industry compliance with ISO 27000, NHS, CAF. Custom policy deployment.

Manage Costs
Analyse cloud spend, monitor budgets with alerting and optimise with built in Azure Advisor recommendations. Also, automation runbooks for common resource management tasks.

Stay Current
Leverage latest features to keep platforms optimised. Microsoft resources, events and additional training. Upskilling of employees to drive effective cloud adoption.

Organise Resources
The organisation of cloud resources from Management Group to resources. Setup, Governance, naming conventions and tagging.

Managed Access
Definition and mapping of groups for role-based access. Custom roles applied for more granular, secure access for common scenarios.

Monitor & Report
Monitor and visualise metrics, setup of log analysis tools with automated diagnostics for common resource types. AI based next generation alerting.

Organise Resources

Managed Access

Governance & Security

Landing Zone

Monitor & Report

Manage Costs

Stay Current

The Telefónica Tech AI Innovation Hub

Accelerated Innovation:

Jumpstart your AI journey with rapid deployment of pilot projects, speeding up the innovation process and staying ahead of the competition. Bringing new services to market faster than the competition.

Reusable Architecture:

Deploying the right architecture at the start of the customer journey allows numerous use-cases to be built out, maximising the investment in Azure AI.

Scalability:

Seamlessly transition from pilot projects to full-scale production, ensuring that your AI solutions grow with your business needs.

Ability to Fail-Fast:

Avoid expensive development tasks for infeasible initiatives. Quickly identify the validity of your data and use-case or move on to the next idea.

Resilience:

Benefit from a robust infrastructure that balances the agility of innovation with the stability required for enterprise-grade solutions. Establish the reliable foundation to build trust with users and customers.

Competitive Advantage:

Leverage cutting-edge AI technology to enhance decision-making, optimise operations, and deliver exceptional customer experiences, setting your business apart in the marketplace.

Cross-team Collaboration:

AI projects rely on multiple resources working together, a unified Landing Zone helps to ensure the connection points are implemented from the start.

Consistent best practices and approach:

Different types of AI can require vastly different platform components but with an AI enabled Landing Zone, organisations can guarantee consistent best practice across the board.

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.

Microsoft
Solutions Partner

Data & AI
Azure

Specialist
AI and Machine Learning
Analytics