

# Fabric *AI Enablement*

The Fabric AI Enablement offering enables customers to unlock the full potential of the Microsoft Fabric ecosystem, designed to guide you through the complexities of adopting AI and Machine Learning (ML) within Microsoft Fabric. Whether you're just beginning your journey or looking to expand existing workloads, our tailored workshops, expert-led assessments, and hands-on migration support help you confidently navigate the transition.

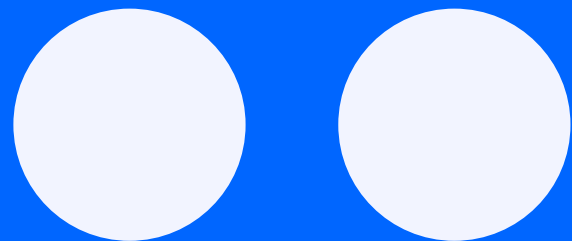
We demystify Fabric's ML & AI capabilities, reduce the risks of legacy system migration, and establish best-practice MLOps. With clear guidance and practical expertise, we empower your teams to make informed decisions and accelerate value from your data investments.

## Challenge

Many organisations are experimenting with ML & AI through pilots and proof-of-concepts, but few are turning those into lasting business value. Without a clear strategy, even the most promising initiatives risk stalling. Common challenges include:

- › **Lack of clarity** on Fabric's AI/ML tools and how they differ from other, similar Azure services
- › **Difficulty identifying suitable use cases** for Fabric versus alternatives like Azure AI Foundry
- › **Complexity in migrating existing workloads** from platforms like Synapse or Snowflake
- › **Uncertainty around operational best practices**, including MLOps and model lifecycle management

These hurdles can slow progress, increase risk, and limit the value of your data investments—unless addressed with the right strategy and support.



## Approach

Our approach to enabling AI & ML on Microsoft Fabric is grounded in clarity, practicality, and tailored support. We start by overviewing Fabric's AI capabilities through interactive workshops and real-world demos, helping teams understand what's possible and where to begin. From there, we work closely with customers to assess their existing use cases and determine the best fit, whether within Fabric or elsewhere in the Microsoft ecosystem. Our support includes:

- › **Use case evaluation** to align business goals with Fabric's capabilitiesA tailored roadmap that connects your business objectives to practical ML & AI initiatives
- › **Migration planning and execution** from legacy data platforms like Synapse
- › **Establishing robust operating models**, including MLOps and model lifecycle best practices
- › **Hands-on guidance** for implementing Data Agents and automation

This structured, collaborative approach ensures customers move forward with confidence, reducing risk and accelerating value from their AI investments.

## Benefits

Our Microsoft Fabric AI Enablement offering is designed to help organisations unlock the full potential of AI & ML within the Fabric ecosystem. By combining expert guidance with practical support, we help you move from uncertainty to clarity, and from planning to execution. Key benefits include:



**Clarity on Fabric's AI & ML capabilities** through hands-on workshops and demos



**Confidence in your use cases** with expert assessments and tailored recommendations



**Reduced migration risk** from legacy platforms like Synapse

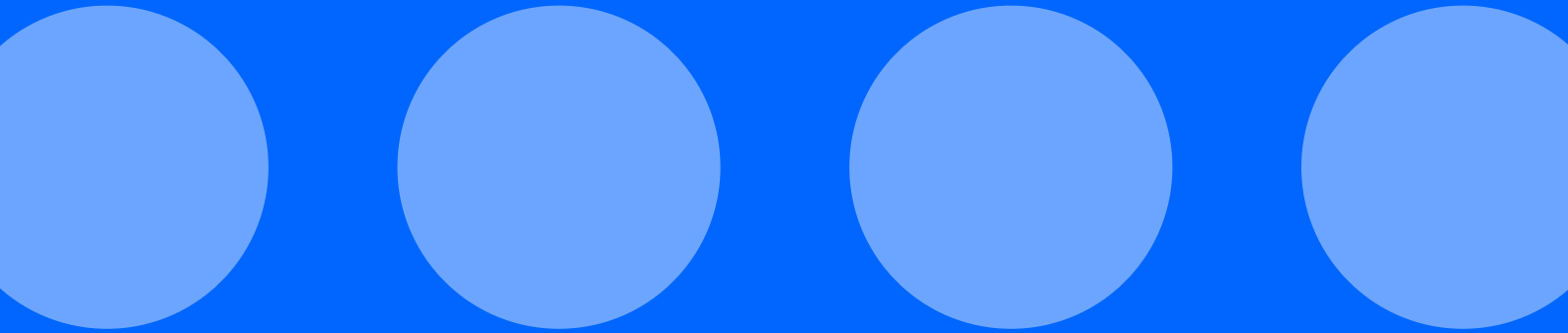


**Faster time to value** with structured support for implementation and MLOps best practices



**Improved operational readiness** through guidance on Data Agents and scalable operating models

This offering gives you the tools, knowledge, and support to make informed decisions and accelerate your ML & AI journey on Microsoft Fabric. It's a practical, proven approach to turning ambition into action, securely and efficiently.



# 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.