



The AI-Driven organisation

Enabling impact through scaled AI adoption

Our Speakers



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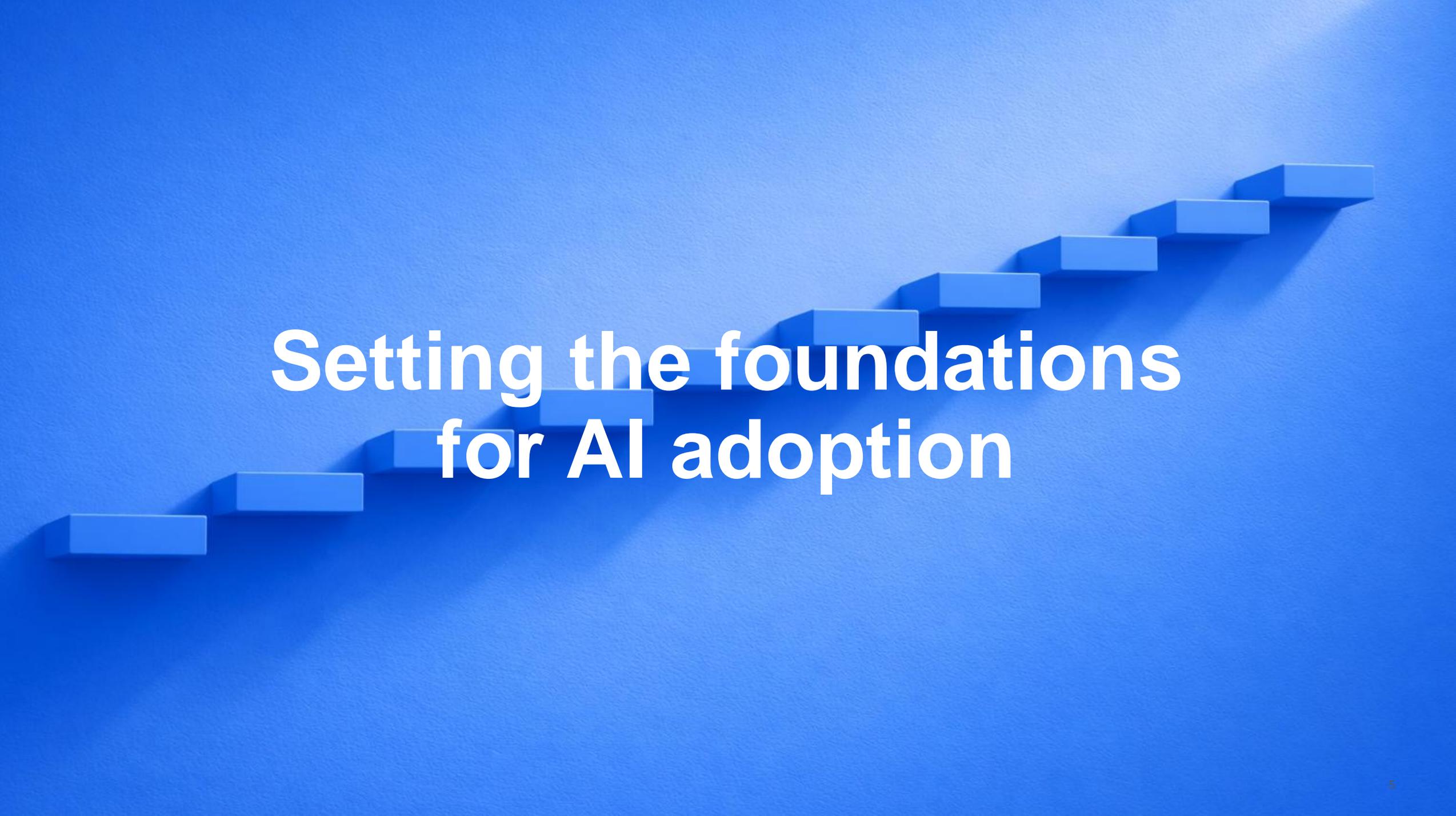




Telefónica Tech believes that technology

A large iceberg floats in a blue ocean under a bright sky with scattered clouds. The iceberg's tip is above the water, while its much larger, jagged base is submerged. In the background, snow-capped mountains rise from the water's edge. The overall scene is serene and evokes a sense of hidden potential or a significant transition.

Towards the AI-driven organisation



Setting the foundations for AI adoption



**Empowering employees through
trusted and ethical AI**



Shaping our future with responsible AI



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