



# Digital SME

TRANSFORMATION HANDBOOK  
2022



# Transformation is in our DNA

The public health and economic crisis triggered by COVID-19 has focused our minds on the need for **a swifter economic and social transformation** – the only way we can count on a full recovery and get back on track for growth.

We believe that **digitalisation is key** to making this transformation possible. Technologies such as 5G, cloud storage, cybersecurity, AI, big data and IoT will be game-changing – as demonstrated by our extensive catalogue of solutions, applications and use cases. Our capacities and experience make us the perfect partner for businesses and local authorities as they take on the digital challenge.

We stand for a **fair, inclusive and sustainable digital transformation**. Our mission is to harness technology for people and planet, lightening the environmental load and offering our clients solutions that get them working more efficiently and sustainably.



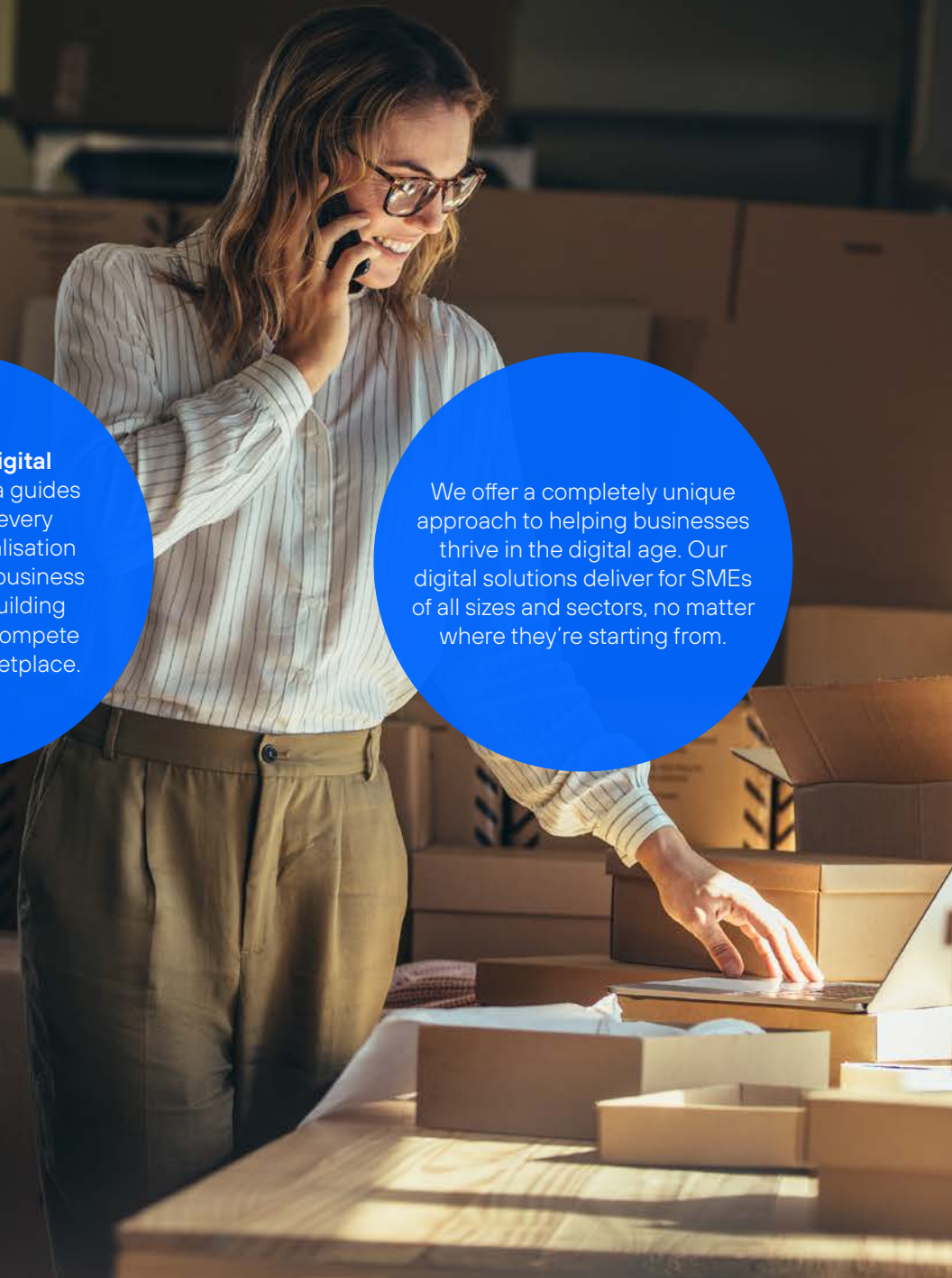
# SMEs

make the economy go round

Through digitalisation, SMEs have the power to shape our economic recovery – all they need is the right technology. And now, **thanks to European Funding**, this can be a whole lot easier.

**With Fusión Digital Pymes**, Telefónica guides SMEs through every step of their digitalisation journey, ensuring business continuity and building their capacity to compete in the global marketplace.

We offer a completely unique approach to helping businesses thrive in the digital age. Our digital solutions deliver for SMEs of all sizes and sectors, no matter where they're starting from.





# How we're revolutionising the world of SMEs

## FUSIÓN DIGITAL PYMES

### COMMUNICATION

#### DIGITAL FUSION

All digital transformations start with the basics: communication. Unless your communications network is in fighting shape, you won't get the full benefit from cloud technology. Our high-capacity fibre-optic network is the best in the market, and we're making rapid advances in the rollout of 5G.



### SUPPORT ON CALL

#### YOUR PERSONAL TECH ADVISOR

Our teams can show you how to get the most out of your new tools. We'll be on hand to troubleshoot and answer queries 365 days a year. What's more, all our solutions offer the highest specifications – so nothing can get in your way.



### SECURITY

#### KEEPING YOUR COMPANY SAFE

Our cybersecurity service has a dedicated support centre exclusively for SMEs. We use Movistar Prosegur Alarms, Spain's premier property security provider, to keep your business safe from harm.



### CLOUD

#### ACENS CLOUD SOLUTIONS

With cloud services, critical business information is always secure and close at hand. Grow your business in the cloud and enjoy the savings, security and scalability that come with it. Make your business unstoppable.



# How we're revolutionising the world of SMEs

## ONLINE PRESENCE

### YOUR ONLINE BUSINESS

We work with you to develop your website and online store and find your niche in the market. Our unbeatable marketing expertise will help you stand out and strike a chord with customers, giving your online business the best possible start in life.



## PROCESS DIGITISATION

### GO VIRTUAL

Digitalising your processes is the springboard for transforming the heart of your business. We help your business go virtual, sending efficiency and productivity through the roof.



## DIGITAL-PHYSICAL SPACES

### A WHOLE NEW PERSPECTIVE

Everything you need to improve your customer experience and bring your store into the digital realm. Offer your customers truly mesmerising and unique experiences.



## BIG DATA / IOT

### BELIEVE IN THE POWER OF YOUR DATA

If you know how to get the most out of your data, your business is headed for success. Improve your decision-making and build stronger client relationships with the latest big-data solutions. Go all in, and automate your business with cutting-edge technology.





## TESTIMONIALS

What our clients say...



Jesús Moreno Calvo | **Pedro Moreno & Hijos, S.L.**

● ● ● **Managing Director of Enterprise and Investment**

*'Investing in training for the digital transformation changes how you look at business, and cultural change is more important than anything.'*

Blanca Moreno | **Molino de Alcuneza Relais & Chateaux**

Director ● ● ●

*'It is important to be clear about the business case for digitalisation – it is well worth investing the time and effort to get it right.'*



Antonio y Pablo Jordán | **Jordán Joyeros**

● ● ● **Heads of maintenance and services**

*'Launching our website gave our business a lifeline over the last year; in the long run, it will allow us to seek out new business channels and understand our clients better.'*

Rubén Martínez | **Grupo Avícola Rujamar**

CEO ● ● ●

*'We have transformed our working practices and risen to the challenges of digitalisation and a nomadic workforce. As a result, we have been up and running throughout.'*



# Pedro Moreno & Hijos, S.L.: the opportunities of digital transformation

Pedro Moreno & Hijos, S.L. provides consulting, management and brokerage services in the insurance sector. According to managing partner Jesús Moreno, until a few years ago it was a company still in thrall to paper – invoices, tax returns, etc. – and on-site client meetings. Then, something clicked: it dawned on the team that they had been going through the same motions for the last twenty years. The world had changed dramatically, and the business had been left behind. So, they resolved to change. The first step was responding to an urgent need for data mobility and real-time access. Next came electronic billing, with a push from a major insurer that insisted they make the switch. Today, the company continues to build upon the changes they have made, **well aware of the difference that training in digital transformation can make to business success.**

## CONTEXT

A traditional business that had become stuck in its ways after 20 years and was drowning in paper.

## OBJECTIVES

To make the most of new technologies and integrate them into the business, keeping pace with changing consumer preferences and fostering a responsive and continuously evolving client-centric approach.

## BENEFITS

Reduced paper consumption – no more letters. Better understanding of client needs. Ability to access information at the click of a button. Opportunities to offer new services.

## OUTCOMES

Pedro Moreno & Hijos, S.L. is now an ambassador for digital transformation in a sector that values tradition. A pioneer in the insurance market, it has honed its competitive edge and tuned in to new consumer habits.





# Molino de Alcuneza Relais & Chateaux: the value of connectivity

The most immediate benefit of digitalisation is **the assurance of stable, high-quality connectivity**. This is fundamental for business continuity and the round-the-clock client service expected in today's market. Once you get the connectivity right, you can steadily work through all of your internal processes: management and administration, communication, reservations, website, etc. By conducting a review of each of these areas, you can identify which processes could benefit from being digitised, redesigned or updated, and which should remain just as they are to preserve your business's personal, artisanal feel. For this boutique hotel, it was a straightforward and fluid transition.

## CONTEXT

To live in today's world is to be connected. When connectivity is no longer an option but has become our way of life, your business continuity depends on the strength of your networks.

## OBJECTIVES

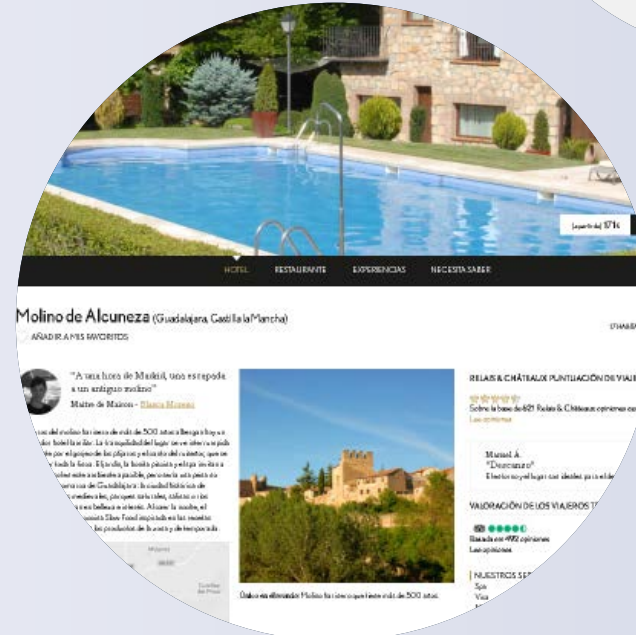
To support the company's digital transformation, achieving maximum efficiency gains without losing its signature personal touch.

## BENEFITS

Digitalisation has paved the way for winning new clients and transitioning to a simpler, more agile and efficient management model.

## OUTCOMES

Internal processes have been streamlined and automated, while business continuity is assured thanks to a fully secure and stable network.



## FURTHER INFORMATION

Website: [Molino de Alcuneza Relais & Chateaux](https://www.molinoalcuneza.com/).



# Jordán Joyeros: online presence

Jordán Joyeros had tested the online waters and was ready to take the next step. **The company enlisted the services of Tu Tienda to launch an online store.** Although not an obvious candidate for online retail, with its high-end products and sometimes lengthy decision-making processes, the brand was pleasantly surprised by its online success.

## CONTEXT

Jewellery designer keen to expand its existing online presence by integrating an online store.

## OBJECTIVES

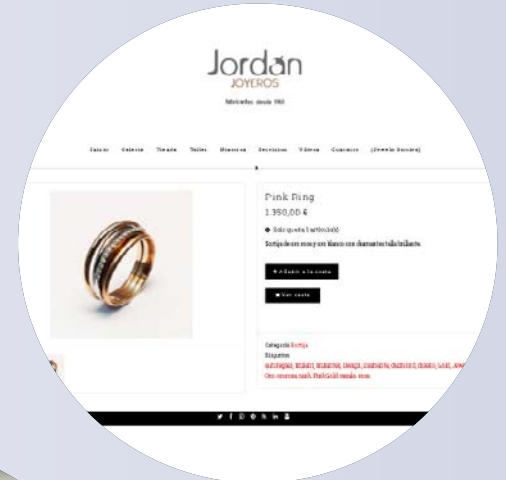
To enhance the brand's website with online store functionality and evaluate the results.

## BENEFITS

An additional channel that complements the brand's physical store, offering a new way to connect with customers.

## OUTCOMES

The company was thrilled to report vastly higher online sales than it had expected, given the nature of the business.



# Avícola Rujamar: a new way of working

1.2 million birds, 0 cages. More than 25 million packs of a dozen eggs each year (organic, free range and barn laid). Three sprawling sites. R+D+I. Sustainability. Technology. These are the words that sum up the indefatigable drive of Grupo Avícola Rujamar. Not only has it expanded its facilities, making space for more birds and more staff, it is also gone **full steam ahead with new technology and the digital transformation.**

## CONTEXT

Grupo Avícola Rujamar was founded in 1984 in the province of Cuenca. Technology has played a vital role in the company's evolution. It has a website and a corporate network and is working to grow its presence on social media.

## OBJECTIVES

To leverage new technologies and digitalisation to enhance animal welfare and egg quality. To maintain the company's commitment to food security and the highest environmental standards.

## BENEFITS

With Your Personal Tech Advisor, the company will be able to continue operating with a fully remote workforce post-pandemic, as all employees will have access to specialised technical support whenever and wherever they need it.

## OUTCOMES

The company has successfully embarked on its digital transformation while continuing to operate throughout the pandemic.



## FURTHER INFORMATION

Website: [Rujamar Grupo Avícola](https://www.rujamar.com).



# Marbella Solicitors: revolutionising working practices

Marbella Solicitors is a law firm specialising in tax and real estate, with six branches in the Costa del Sol area. The team came to us having realised that their internal processes could do with an overhaul. As their trusted technological partner, we supported them every step of the way as they launched their digitalisation strategy. **Thanks to M365, everything runs more smoothly and efficiently and they get a lot more done.** Tools for collaborative working proved especially beneficial. Being able to share information and have a team of professionals collaborate on a single document has changed the way they work. What's more, they know that all the information they need is safely stowed away in the cloud, retrievable with a single click.

## CONTEXT

We already had a strong relationship with Marbella Solicitors as their communications partner. Now, they have entrusted us with guiding them through their digital transformation.

## OBJECTIVES

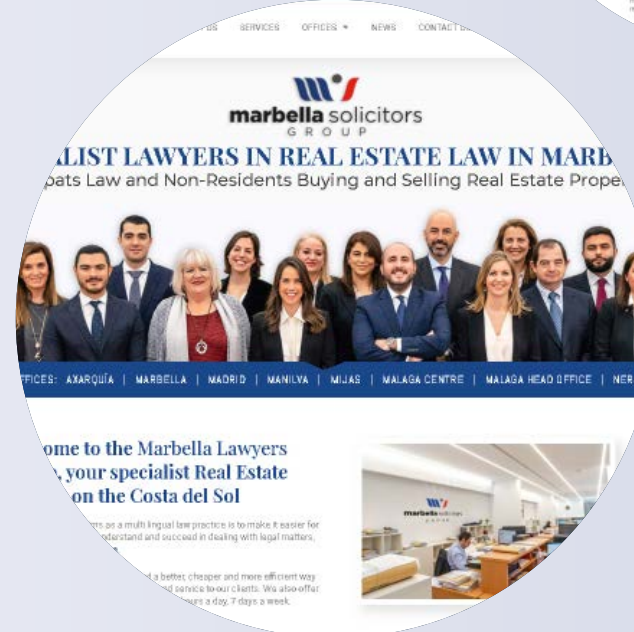
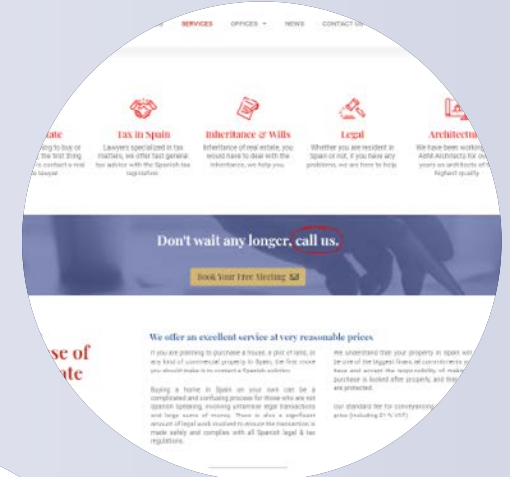
To smarten up their internal working processes.

## BENEFITS

The firm has developed a more agile way of working and has discovered the power of true teamwork.

## OUTCOMES

New working practices have brought big payoffs in productivity.



## FURTHER INFORMATION

Website: [Marbella Solicitors](https://www.marbella-solicitors.com).

# Aristocrazy: process digitisation

Aristocrazy, a youthful, boundary-pushing jewellery brand, had always been wise to the importance of the digital transformation. When the pandemic hit, managers knew that it was time to act. In Telefónica, they found the perfect partner to support them through this process. For this tech-savvy brand, reliable, robust connectivity and communications were nonnegotiable – fortunately, it already had those with us. However, the times were calling for new approaches, like omnichannel retailing, where the same customer might choose to connect in-store, online or through aftersales support. **Telefónica is advising the company as it develops new services and tries out new solutions, like augmented reality.**

## CONTEXT

Aristocrazy had already chosen Telefónica as its communications provider, but now our relationship is even stronger as partners in digital transformation.

## BENEFITS

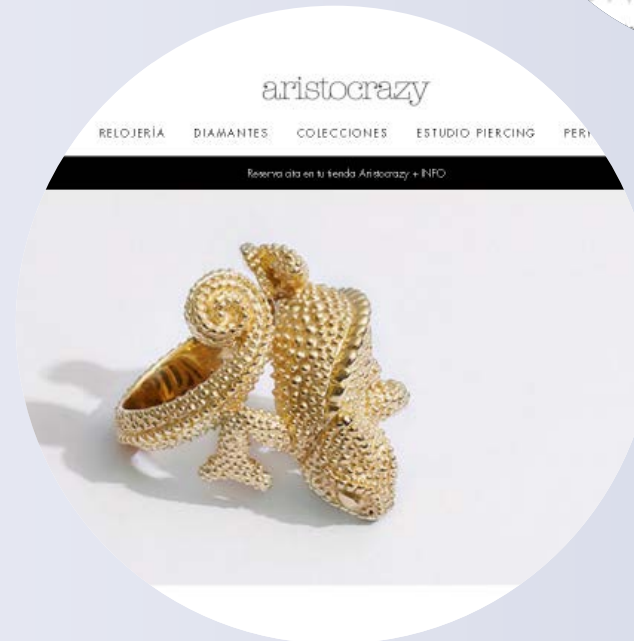
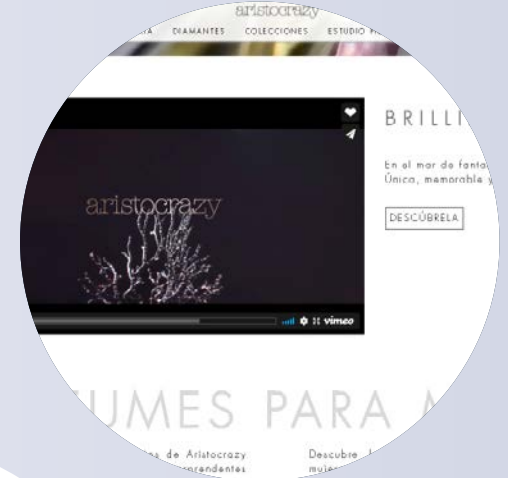
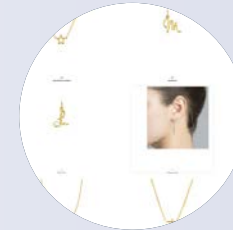
Omnichannel retailing is here to stay, and today's customers expect no less. The same customer might visit a physical store, buy online or reach out to aftersales support.

## OBJECTIVES

To minimise pandemic impacts through technology. To create new ways of engaging with customers within the shortest possible time frame.

## OUTCOMES

Aristocrazy is delighted with the outcomes of our partnership and is considering introducing augmented reality to allow customers to try on pieces from the comfort of their own home.

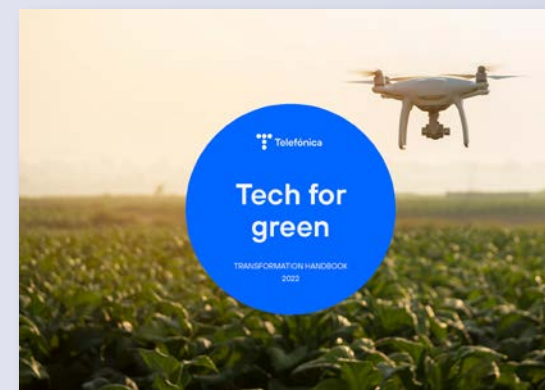
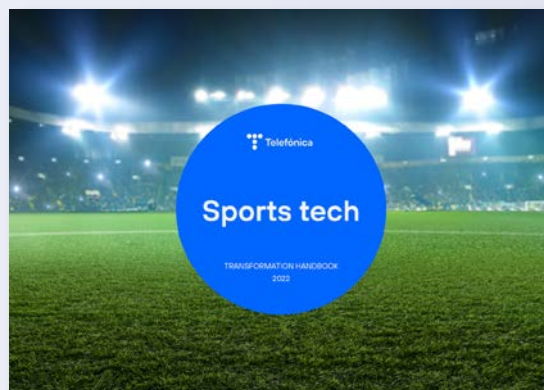
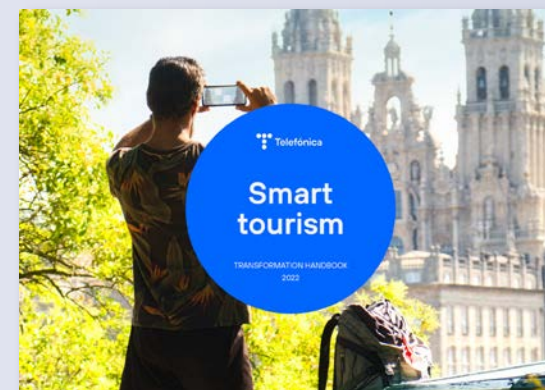


## FURTHER INFORMATION

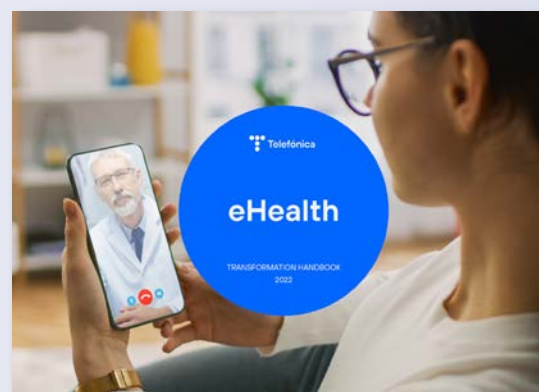
Website: [Aristocrazy](https://www.aristocrazy.com)



# Transformation handbook collection



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Want to *find out* more?

**[telefonicatech.com](https://telefonicatech.com)**