

Telefónica is using AI to optimize equipment selection for businesses and government agencies

- The new B2B marketplace features the GenIA virtual assistant, which helps streamline the purchasing process, provides personalized recommendations, and answers technical questions in real time.

Madrid, June 16, 2026 – Telefónica has developed a new platform designed for businesses and government agencies that enables the digital management of the selection and procurement of technology equipment, with the aim of helping organizations transform their work environments.

This innovative Marketplace addresses some of the key challenges currently facing large companies in their digitalization processes, such as supply chain instability caused by the geopolitical context and the rapid evolution of devices, driven by the growing adoption of Artificial Intelligence (AI)-based solutions.

In this context, the platform enables organizations to address these challenges more nimbly and efficiently, thanks to a constantly evolving digital environment that adapts to the needs of the market and users.

The new Marketplace features an initial catalog of 160 models of equipment and devices from various manufacturers, including Acer, Asus, HP, Lenovo, LG, Microsoft, and Samsung, among others. This carefully curated selection prioritizes quality, relevance, and suitability for different employee profiles, adapting to their operational needs—whether in fixed or mobile environments—and ensures stock availability and compatibility with a modern productivity environment, including AI-ready devices.

One of the key new features is the addition of advanced AI-powered capabilities. Through GenIA, the virtual assistant for Telefónica's Smart Workplace ecosystem, users can interact using natural language to identify the most suitable device, compare alternatives, receive personalized recommendations, or resolve technical questions in real time. This approach transforms the purchasing process into a conversational experience, facilitating faster, more informed decisions that are aligned with business needs.

Beyond the product itself, the marketplace is designed as a comprehensive platform that will gradually evolve to incorporate new services related to the entire digital workplace lifecycle. This ranges from device provisioning to management and support services, all integrated within the Smart Workplace ecosystem. It also includes tools such as a productivity calculator that allows users to estimate the actual impact of technology—particularly AI-powered devices—in terms of efficiency and time savings.

Javier Pascual, Director of Product, Pre-Sales, and Deployment for Business at Telefónica España, notes: "At Telefónica, we want to offer our customers the best and most comprehensive range of services so they can continue to grow in their respective markets. With this new platform we are now making available to them, organizations will be able to understand, evaluate, and adopt technology—which is constantly evolving—so they can have the best possible digital workplace model. At Telefónica, we are becoming the best gateway for businesses and

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government agencies to access digital technologies by offering a specialized and scalable virtual environment that simplifies their day-to-day operations and saves them time.”

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