

Telefónica launches an observability service with embedded AI to enhance enterprises' digital operations and processes

- This solution enables large enterprises, mid-sized businesses and public sector organizations to optimize their communications, reduce incident resolution times, and proactively identify required actions through the analysis of patterns and business-relevant metrics.
- Telefónica's B2B offering combines architecture design, technology deployment and integration, and ongoing maintenance services.

Madrid, September 24, 2026.- Telefónica has launched its new observability service, designed to help organizations gain real-time visibility into the status of their networks and understand how network performance affects their business operations. The solution enables companies to anticipate potential incidents and enhance decision-making through data-driven insights.

The new offering, aimed at large enterprises, mid-market companies and public sector organizations, incorporates artificial intelligence capabilities to unify network monitoring, analysis and event correlation within a single platform. This allows organizations to better understand network behavior and anticipate its impact on business performance.

Eduardo Ariste, CEO of B2B and Public Sector at Telefónica España, said: "With this approach, we provide better service to the companies that work with us, enabling them to move from reactive to proactive management aligned with their business objectives, while reinforcing our position as the best gateway for enterprises to access digital technologies. For us, observability goes beyond technical visibility. It helps organizations understand how their systems behave and how that behavior impacts customer experience and business continuity".

Telefónica positions this offering, previously available as part of its Titan Connect advanced connectivity solutions portfolio, as an evolution towards intelligent observability that integrates architecture, deployment, operations and continuous improvement. The company's approach combines instrumentation, context and automation to unify signals, correlate data and transform observability into a strategic business capability.

Greater visibility and faster issue resolution

Through this communications-focused solution, organizations can optimize network utilization by instantly visualizing the overall health of their infrastructure through a customizable, easy-to-manage dashboard.

The dashboard is designed as an operational management tool for IT teams, providing a comprehensive view of the network, LAN and WAN performance, Wi-Fi observability, correlated events and alarms, as well as an executive reporting dashboard.

The solution also helps reduce incident resolution times by enabling IT teams to identify root causes more quickly. Intelligent alerts and predictive analytics make it possible to anticipate potential failures before they occur, improving operational resilience and providing valuable context for faster, more informed decision-making.

The service is particularly suited to organizations operating complex digital environments with high dependency on network performance, such as banks, retailers, logistics providers, contact center operators and e-commerce businesses. In these sectors, even brief network disruptions, especially during high-demand periods such as Black Friday, can have a direct impact on sales and require an immediate response.

Telefónica offers the new service in two versions. The 'Essential package' enables solution customization based on each customer's operational requirements and events, while providing alarm generation and AI-powered detection of key issues. The 'Premium package', available from December, includes all Essential capabilities plus customizable dashboards and reports, planning features, OpenTelemetry support, a data access API, and an ITSM API that automatically generates alarms and tickets when potential incidents are detected.

With this launch, Telefónica further strengthens its value proposition for enterprises and public administrations seeking a unified view of their digital infrastructure and a more predictive, efficient and resilient operational model.