

17:30 - 18:15

AI logistics The artificial intelligence revolution in logistics centers

Daniel Guisado - CIO Würth España

Alejandro Alonso - Innovation Expert, Telefónica España

Sergio Sellers - Product Manager Computer Vision, Telefónica Empresas

MWC2024

100 Years
Leading Change



AI Logistics

From innovation to business



01

The impact of innovation
Telefónica Innovation



02

Innovating with Telefónica
Würth Spain CIO and CSO



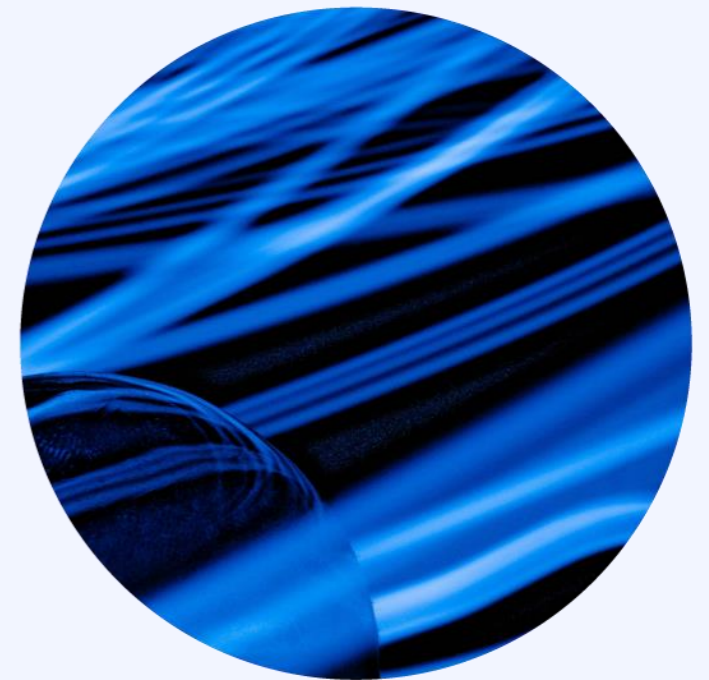
03

From innovation to business
Telefónica Empresas



Chapter 1

The impact of innovation



The impact of innovation

CHALLENGE

CUTTING EDGE BUSINESS NEEDS
FROM OUR CLIENTS



SOLUTION

LATEST TECHNOLOGIES MIX + VALUE PROPOSITION AND
TELEFÓNICA'S STRATEGY

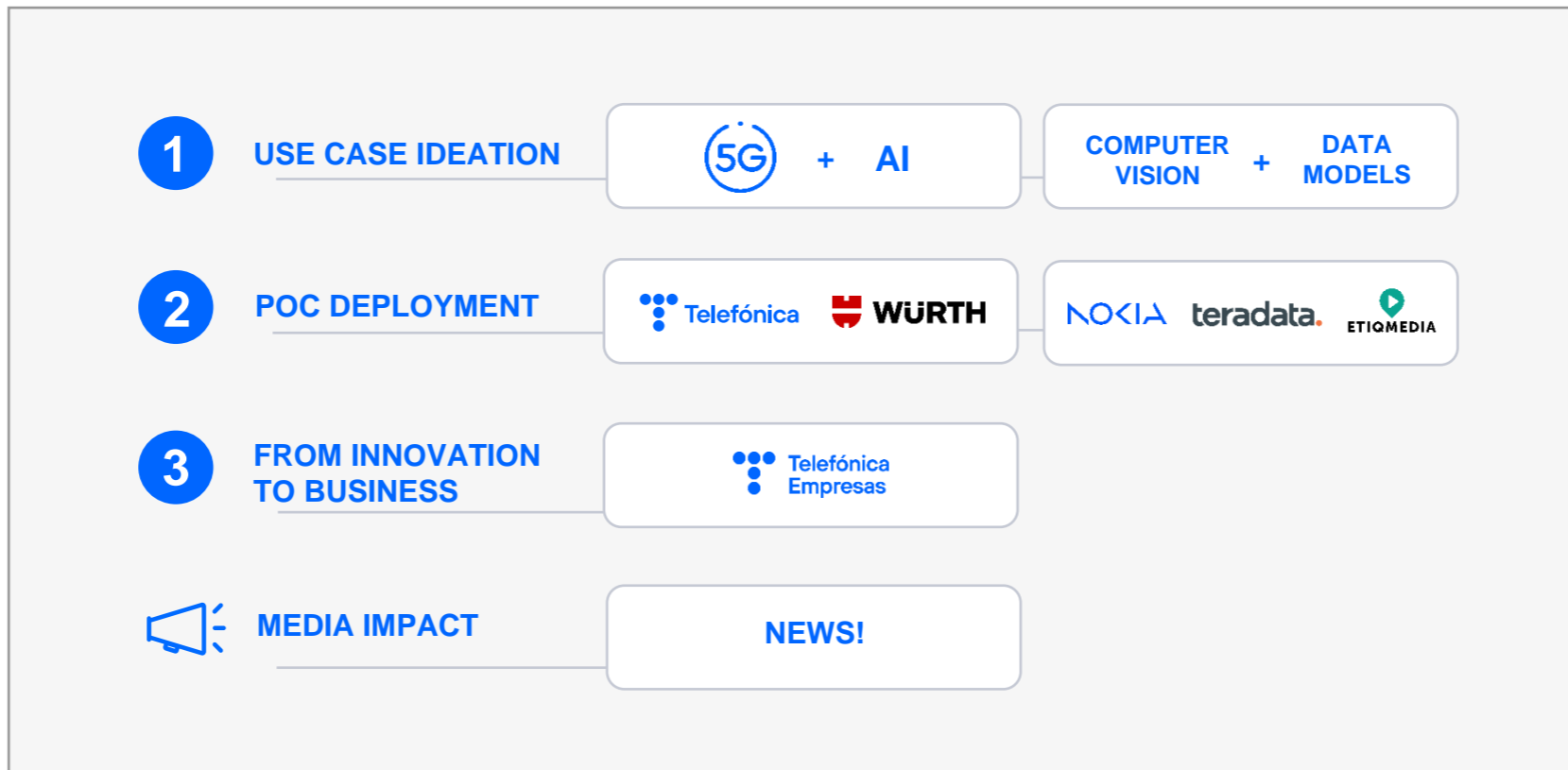


ACTION

SOLVING THE MOST CHALLENGING CLIENT NEEDS THROUGH
INNOVATION

Making theory a reality

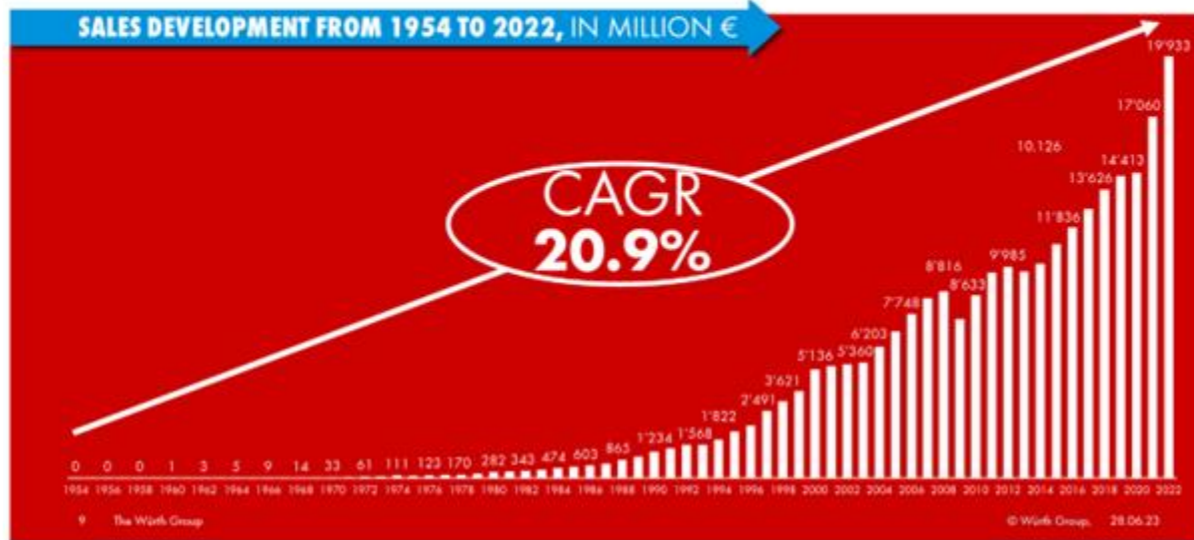
INNOVATING WITH WÜRTH



Chapter 2

Innovating with Telefónica





20,380

million € in consolidated sales



1,426

million € in operating result



87,046

employees



Más de 280.000 clientes



Más de 120.000 productos disponibles



Entregas en 24/48h desde la confirmación del pedido



2 centros logísticos



Asistencia técnica y comercial



Amplia red de Autoservicios Würth



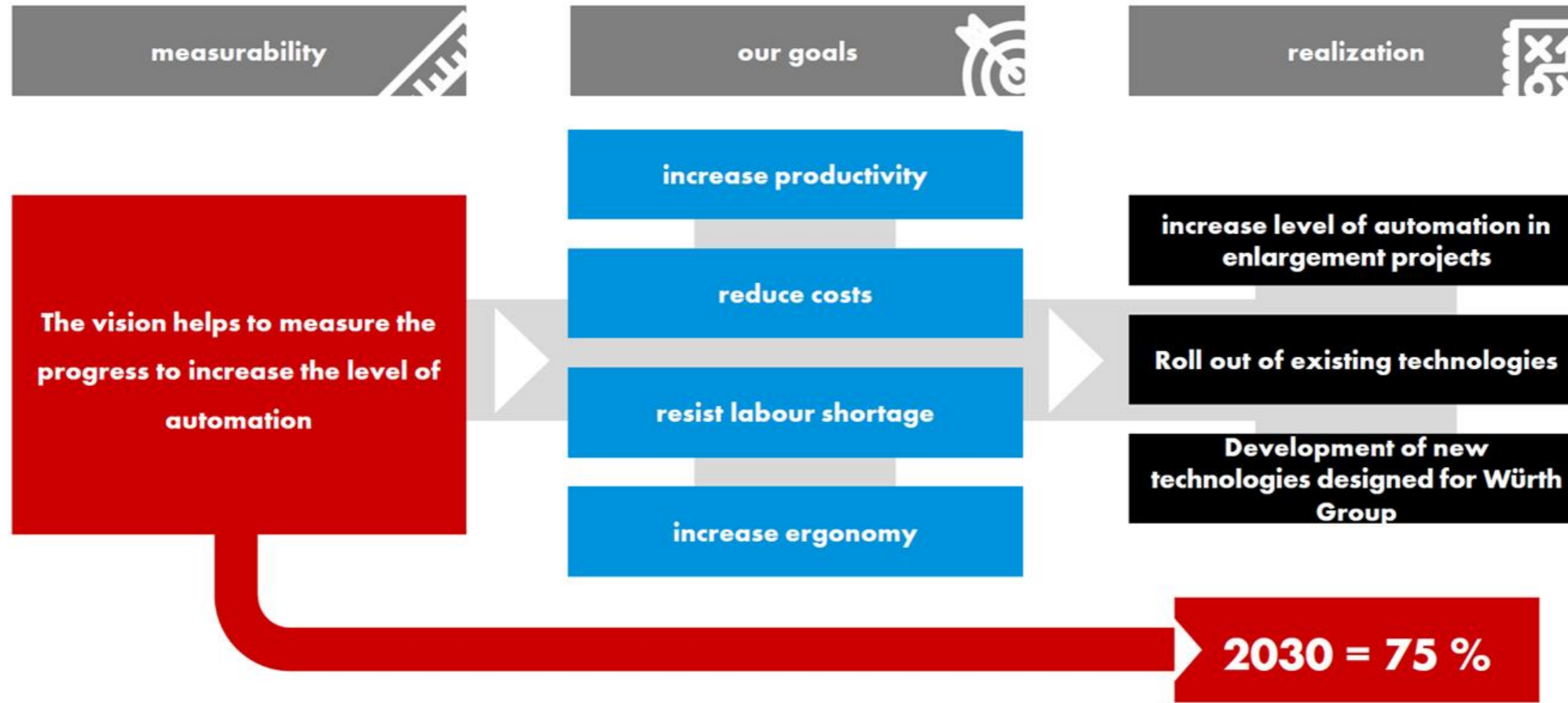
"If we don't develop the topic of automation in logistics to the maximum, we will have no future and will not survive in the long term."

Prof. Dr. h. c. mult. Reinhold Würth, 22.11.2023



AUTOMATION AND INNOVATION IN LOGISTICS

HOW DO WE GET TO 75 %?



MWC 2024

Innovating with Telefónica



**FIVE CHALLENGES SOLVED THROUGH
AI
OVER AN ULTRA-EVOLVED 5G NETWORK**

Box jam on conveyor belts

1



Audit on exit conveyor belt

2



Dispatch at exit dock

3



Occupancy on warehouse

4

Localidad
Todos... ▾

Ubicación
Todos... ▾

Busqueda sobre:
 Vídeos completos Eventos de video

Limpiar campos

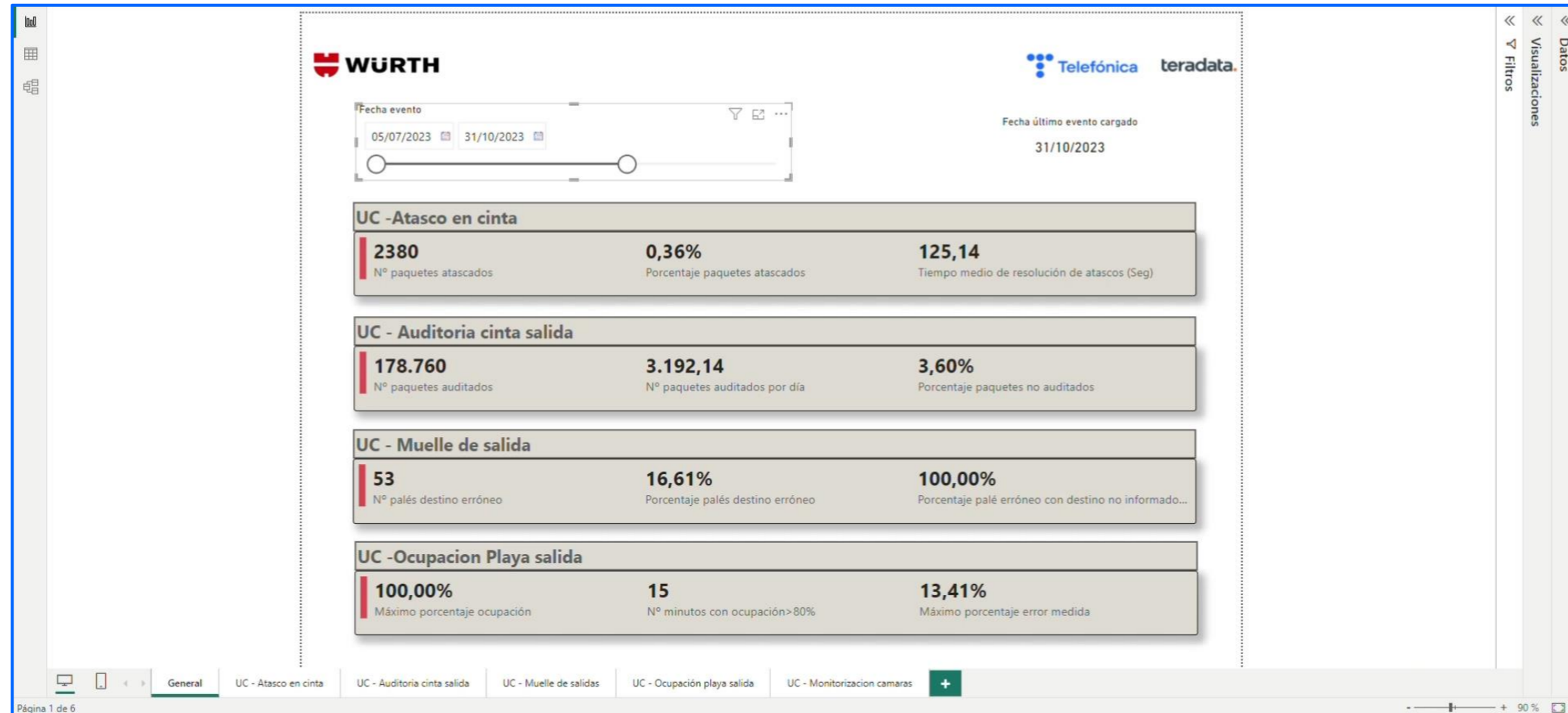
Rango de fechas
Rango de fechas...

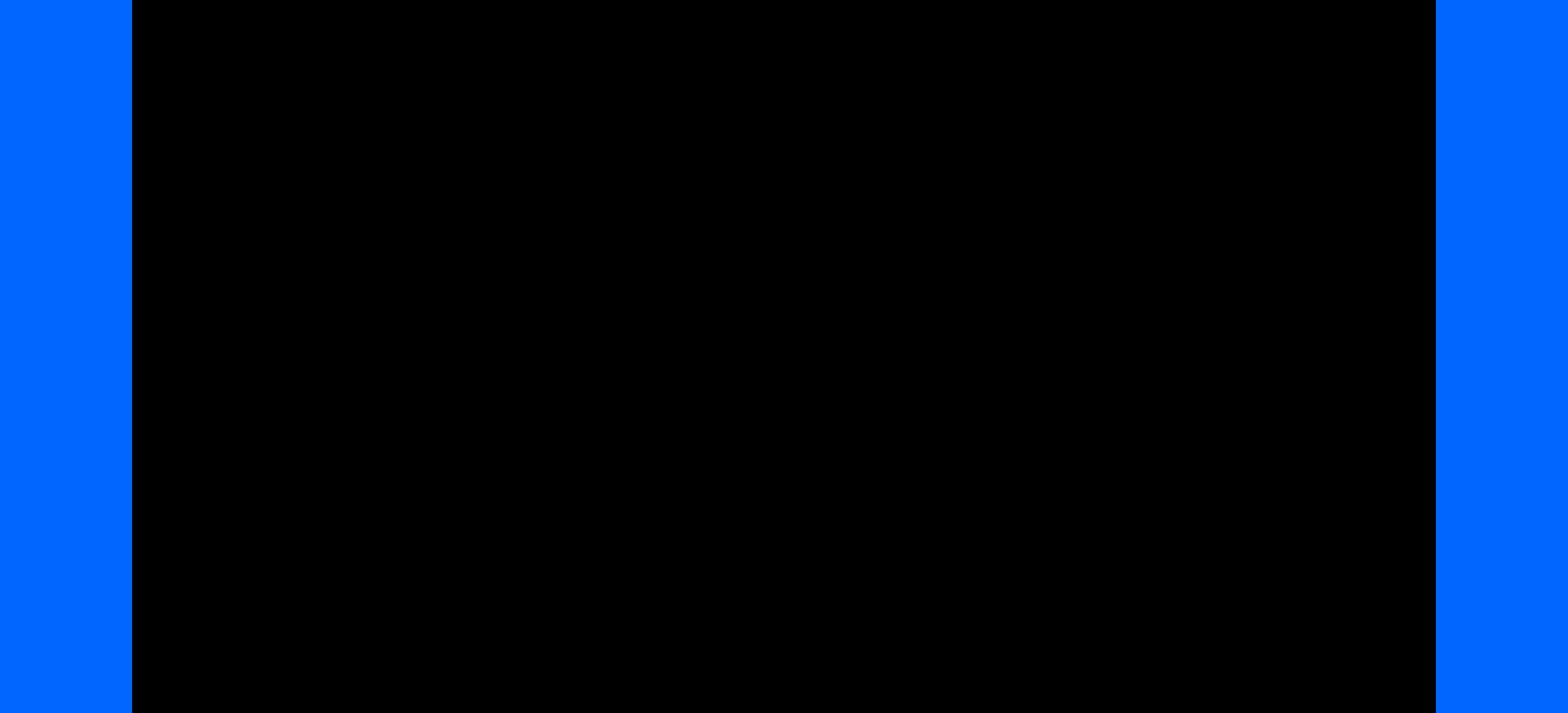
Eventos
Todos...

Código
...

Balanced scorecard – end to end processes vision

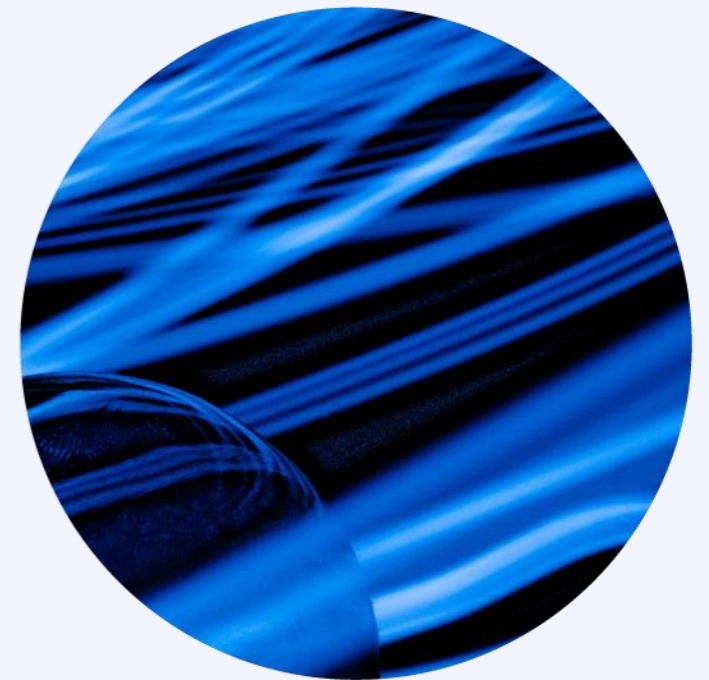
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Chapter 3

From innovation to business



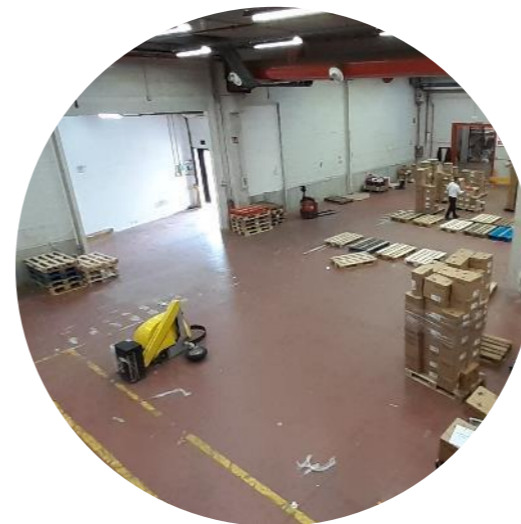
Deployed Computer Vision Capabilities



Box jam on conveyor belt



Audit on exit conveyor belt



Dispatch validation at exit dock

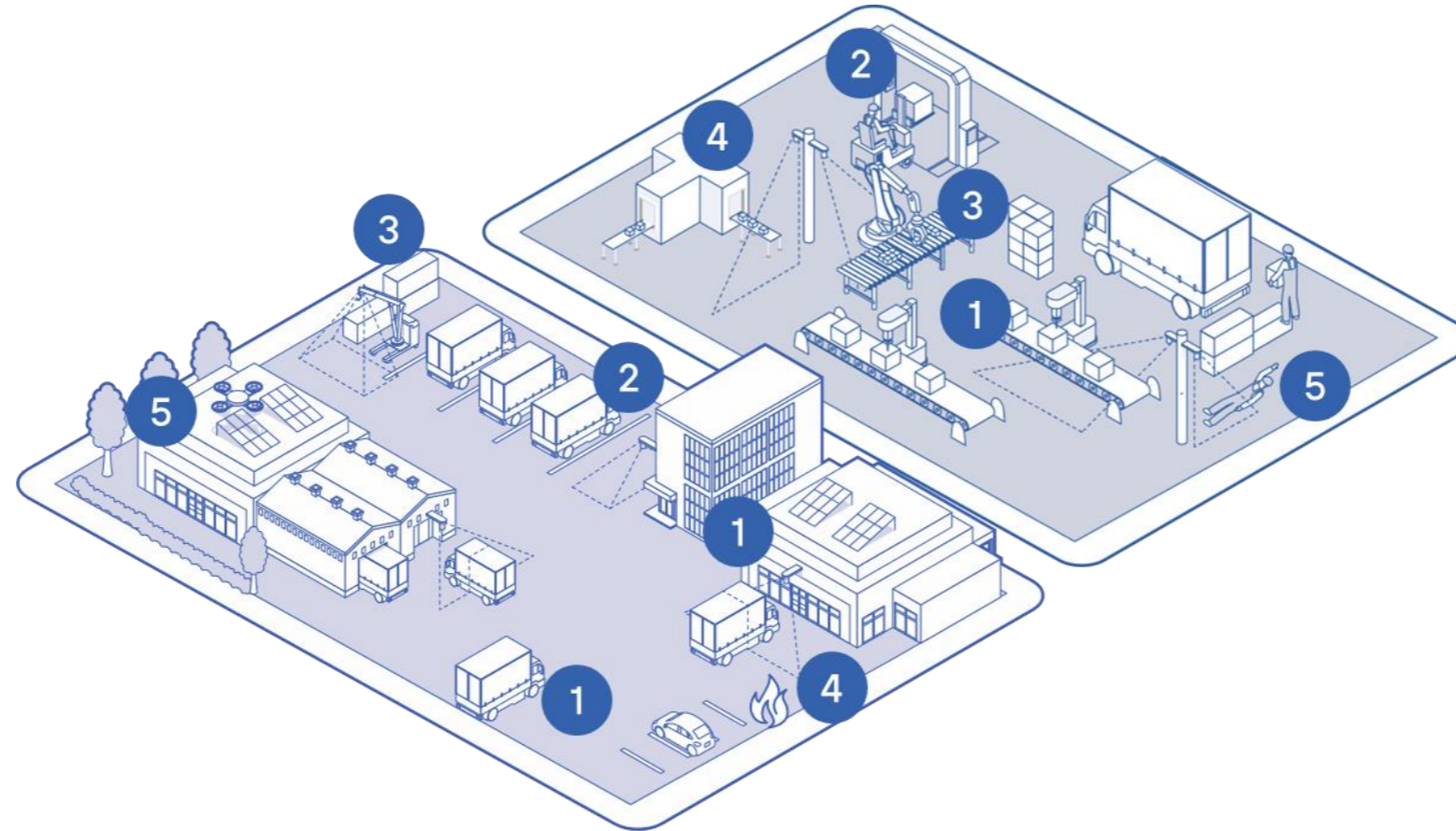


Occupancy on warehouse

A proposal for Industry & Logistics

Outside

- 1 Access Guiding
- 2 Parking.
- 3 Container Unloading
- 4 Fire & Smoke Detection
- 5 Drones.



Inside

- 1 Logistic Control
- 2 Volume Control
- 3 Quality Control
- 4 Product Inspection
- 5 Risk Prevention

General purpose proposal



LOGÍSTICS



MANUFACTURE



RETAIL



URBAN



On premise



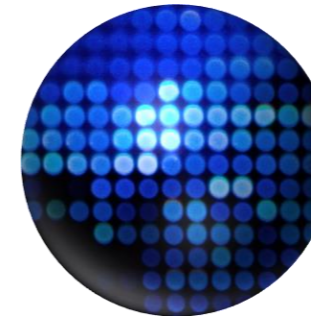
**PUBLIC
ADMINISTRATION**



BANKING



HEALTH

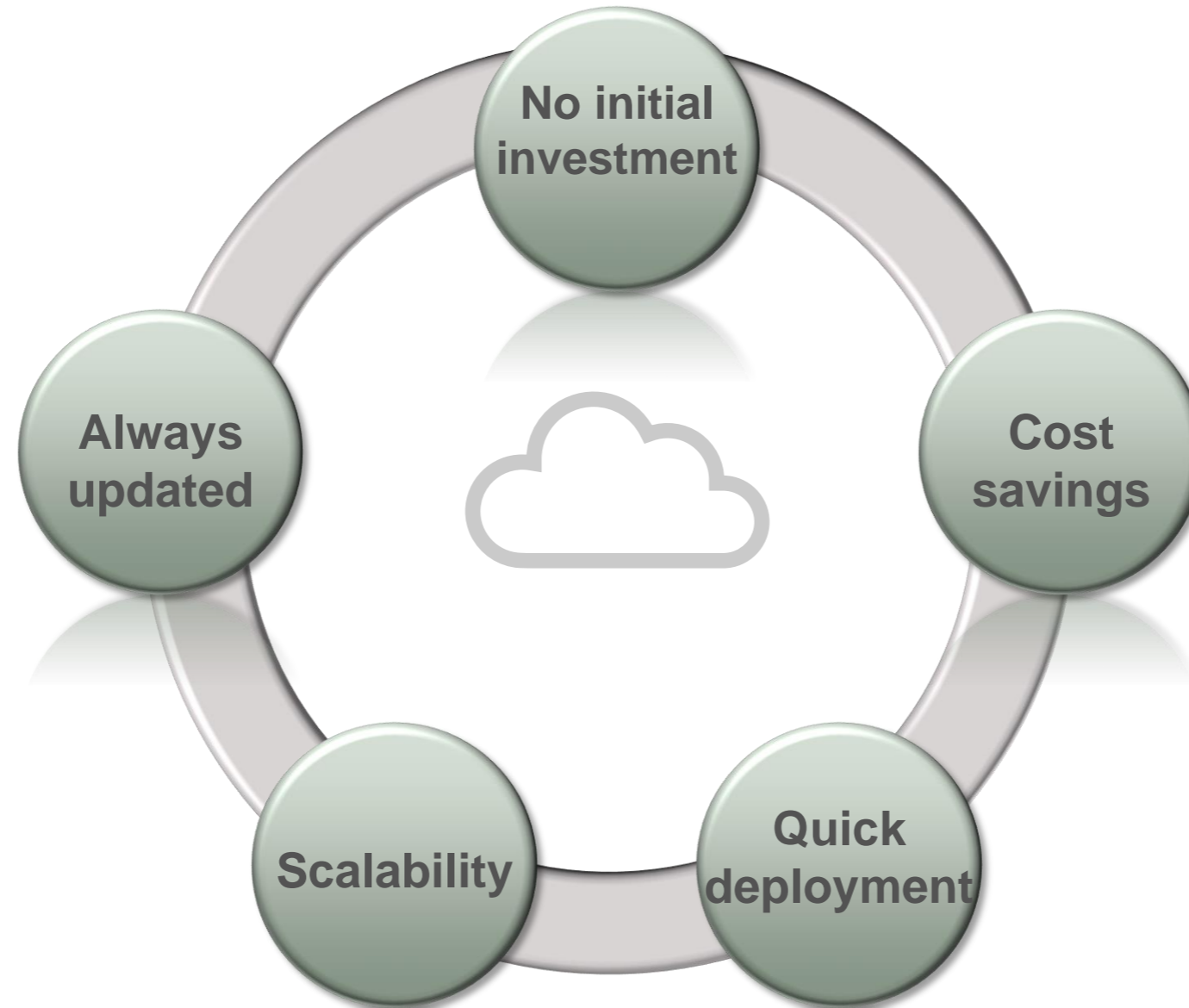
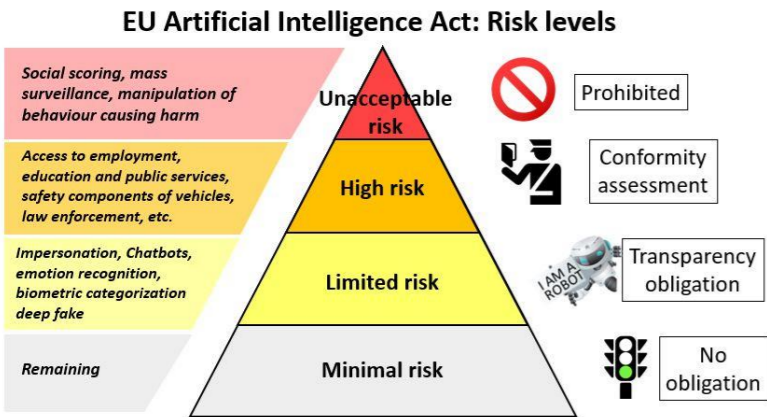


GENERAL PURPOSE



Cloud

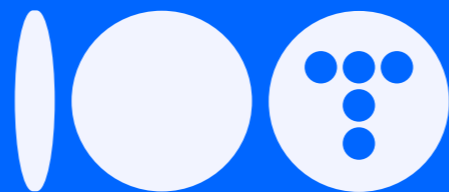
¿Why on cloud?



Exit Plan



“At Telefónica, we are committed to innovation, growing hand in hand with our **customers”**



Telefónica
since 1924