Telefónica

Ready for Next

Boosting SME Productivity through technology

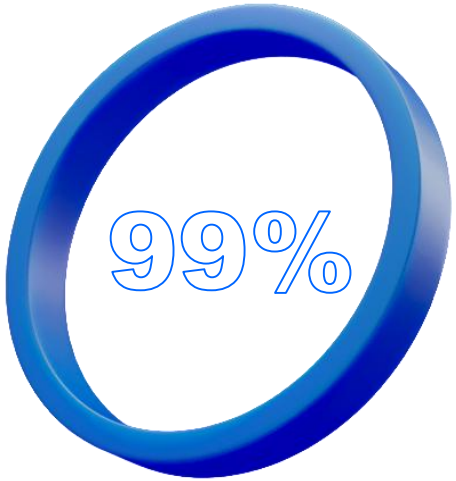
Our Speaker

Javier Vizcaíno Toscano

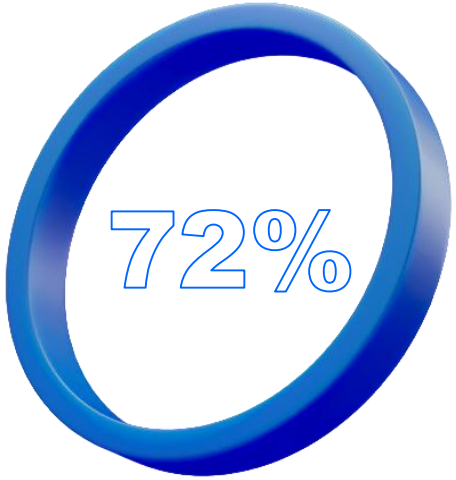
Pymes Telefónica Director

Telefónica

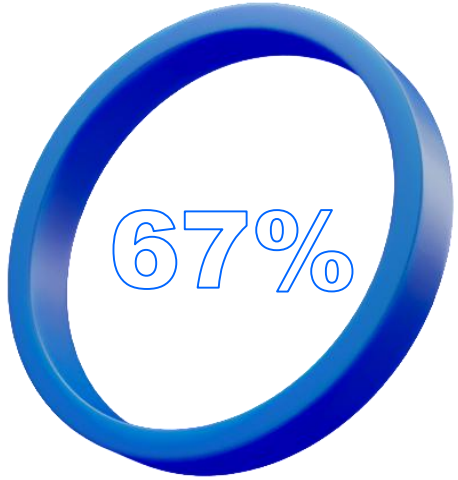
SMEs are key to the economy
and offer significant digitalization potential



Companies

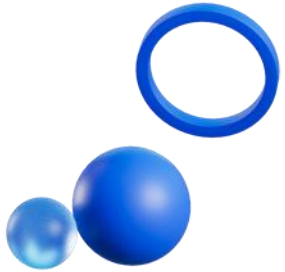


Employees



Revenue

% contribution
to Spain’s GDP



SMEs are key to the economy
and offer significant digitalization potential

Digitalisation degree DESI 2019

#11

European Commission

Gap vs. Large Corporations

- Lower technology awareness
- Lack of capabilities for adoption

Productivity (€K)

Average productivity per employee

DESI: Índice de Economía y Sociedad Digital

In 2021, the Government launched a **Digitalisation Programme**

KIT DIGITAL

€ 3.9B
Founding

2.7M
Employees

900K
SMEs & self-employed professionals

11K
Digital solution providers

The Kit Digital Programme provided momentum, but consolidation is now required

Lack of digital capabilities
within SMEs

Need for support
to implement technology

Absence of
a digitalization strategy

Accelerated
technological obsolescence

A company is truly digitalised when...

Robust Communications

Ecosystem of solutions that guarantee business continuity

Remote Work

Ready for remote operations

Cloud

Systems migrated to the cloud to remain flexible in the face of disruption

Cybersecurity

End-to-end business protection

Systems

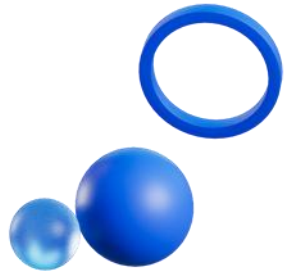
Has implemented data-driven decision-making systems

CORE Processes

Has automated its CORE processes

Customer Service

Personalizes and improves response times across customer service systems



We live in a world of uncertainty

where connectivity is key

The Momentum of European funds the current landscape invite us to act

34K

Digitalised Companies

KIT DIGITAL

4K

Consultancies

KIT CONSULTING
Juntos hacia un futuro digital

Resilience

- Continuity
- Business
- Productivity

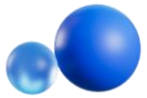
Digitalisation

- Support
- Trust
- Agility and availability
- Specialization

Emerging Technologies

- More accessible than ever

Titan Connect
the Network that Supports Your Business

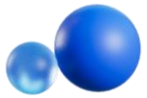


Network Redundancy

Uninterrupted connectivity

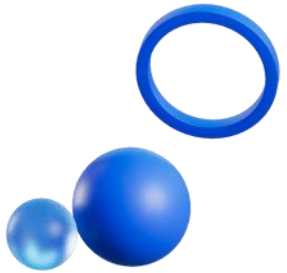
Next-Generation Data Centre

Redundancy as a strategy



Commitment to Network Robustness

Robust infrastructures



Titan is the Services Ecosystem that ensures Business Continuity

+5G backup

Satellite

Hyperconnectivity

Solar Panels

Generators

UPS System

Operations Centre

Observability

TGT is not a product
it is peace of mind when it comes to technology

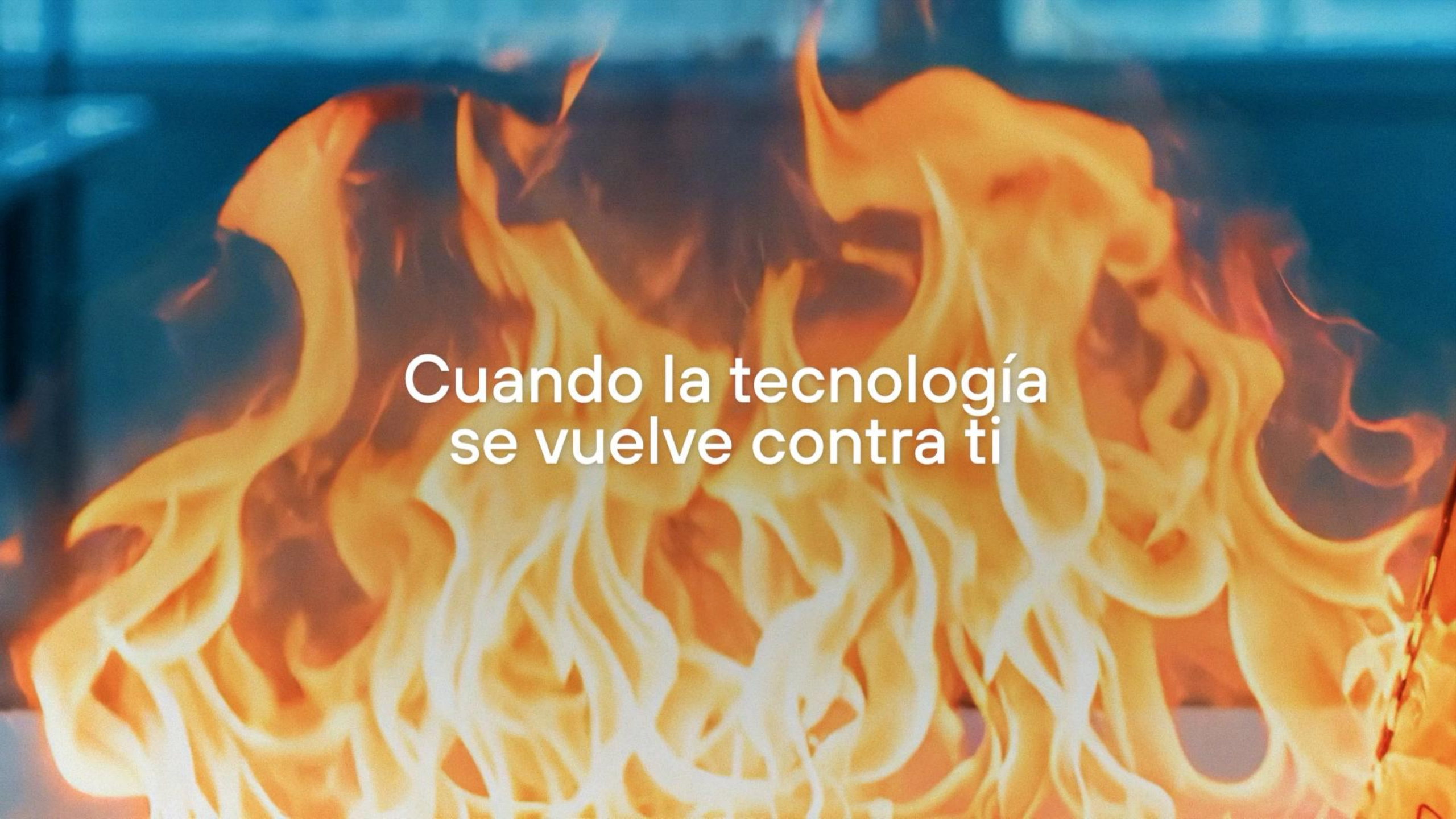
A service designed for people.
Technology that understands, supports and empowers your teams.

Help with essential applications.
Support for Outlook, Microsoft 365, Google Workspace and more.

Your teams always available
Dedicated assistance for all your company's devices.

Secure file backup
Your information protected through reliable backup systems.

Advanced cybersecurity protection
Antivirus, anti-ransomware, secure browsing and phishing awareness


Cuando la tecnología
se vuelve contra ti

The time is now

and the reward is the future

Technology is becoming democratized.
Today, disruptive technology is within everyone's reach.

Big Data
Use of data to better understand customers and sell more

Cybersecurity
Protection of information, payments and customer data with accessible solutions

24/7 Contact Center
Customer support throughout the day via WhatsApp, chat and social media

Artificial Intelligence (AI)
Chatbots, automated responses and sales support at a low cost

Key aspects of Artificial Intelligence (AI)

Infinite Potential

- Resource
- Efficiency Automations
- Predictions

Reality Today

- 24/7 Support
- Assistants / Agents
- AI Integration into In-house Services

Proenor: Recovery, purchase, and marketing of metals

Employee infrastructure as a differentiating factor

TGT

Provides peace of mind

with a reliable, robust backup solution

Worry-free

support

across all company applications and devices

Sonepar: Leader in B2B distribution of electrical products and related solutions.

Telefónica strengthens your business

147

sites with SD-WAN

service and triple diversification, with security integrated into the solution.

10GB

Hub site with 10 GB access

and more than 4.000 mobile lines.

EBRO

EBRO: Active automative company in Spain

Telefónica acts as the main partner in digitalization across the entire value chain

Real-time

Data and automation

enabled through robust connectivity and digital system the foundation for predictive models and advanced analytics.

Resilient

communications

and industrial security supporting EBRO’s new factory.

++

Also providing modern devices

Smartwork place services, and digitalizing dealership customer experience journeys..

BOOSTING SME PRODUCTIVITY THROUGH TECHNOLOGY

So many SMEs trust Telefónica to continue growing their business.

Plenergy
OMRON ELECTRONIC COMPONENTS
asesa asfaltos españoles s.a.
PFERD
Xleu MEDICAL
SKI.COM TO THE MOUNTAINS
BLUESEA
COMUNICACION GLOBAL S.L.
ad
SKLUM
VASS Complex made simple
MULTIVERSE COMPUTING
housfy
SOTAVENTO HOMES
gm Guillermo García
GrupoHalcón cerámicas
atmira
ZENER
GRUPO MOTOS BORDOY DESDE 1971
Daiichi-Sankyo
ASTONDOA
GRUPO GRECO GRES

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Empresas