

AI Strategy *Development*

As organisations seek to move beyond Machine Learning (ML) / AI experimentation and pilot projects, the need for a clear, actionable strategy becomes critical. Our AI Strategy Development offering is designed to help you define where you are, where you want to be, and how to get there, ensuring your ML & AI initiatives are aligned with business value and long-term capability.

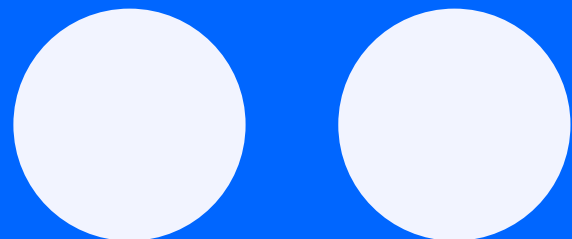
Through a series of tailored workshops and expert-led planning, we co-create a roadmap that reflects your unique goals, challenges, and opportunities. Whether you're scaling successful PoCs or building foundational ML & AI capabilities, we provide the clarity and structure needed to turn ambition into sustainable impact.

Challenge

Many organisations are experimenting with ML & AI through pilots and proof-of-concepts, but few are turning those into lasting business value. Without a clear strategy, even the most promising initiatives risk stalling. Common challenges include:

- › Uncertainty around how to scale successful pilots into production
- › Lack of clarity on the operating model needed to support ML & AI initiatives
- › Gaps in data maturity, skills, or governance
- › Difficulty aligning ML & AI efforts with business priorities

As ML & AI ambitions grow, so do the complexities. Without a roadmap, efforts can become fragmented, misaligned, or unsustainable. A well-defined strategy is the difference between isolated innovation and enterprise-wide impact.



Approach

We take a structured yet flexible approach to help organisations move from AI ambition to actionable strategy. Our process is collaborative, grounded in real-world delivery experience, and tailored to your unique business context. It includes:



Discovery workshops to assess your current data, ML & AI maturity, data landscape, and organisational readiness



Envisioning sessions to define your target state, including operating models, service catalogues, and priority use cases



Strategic planning to map the transition from current to future state, identifying capability gaps, governance needs, and delivery pathways



Actionable outputs such as a tailored roadmap, skills gap analysis, and supporting documentation

This approach ensures your AI strategy is not only visionary but also practical ready to guide real progress across your organisation.

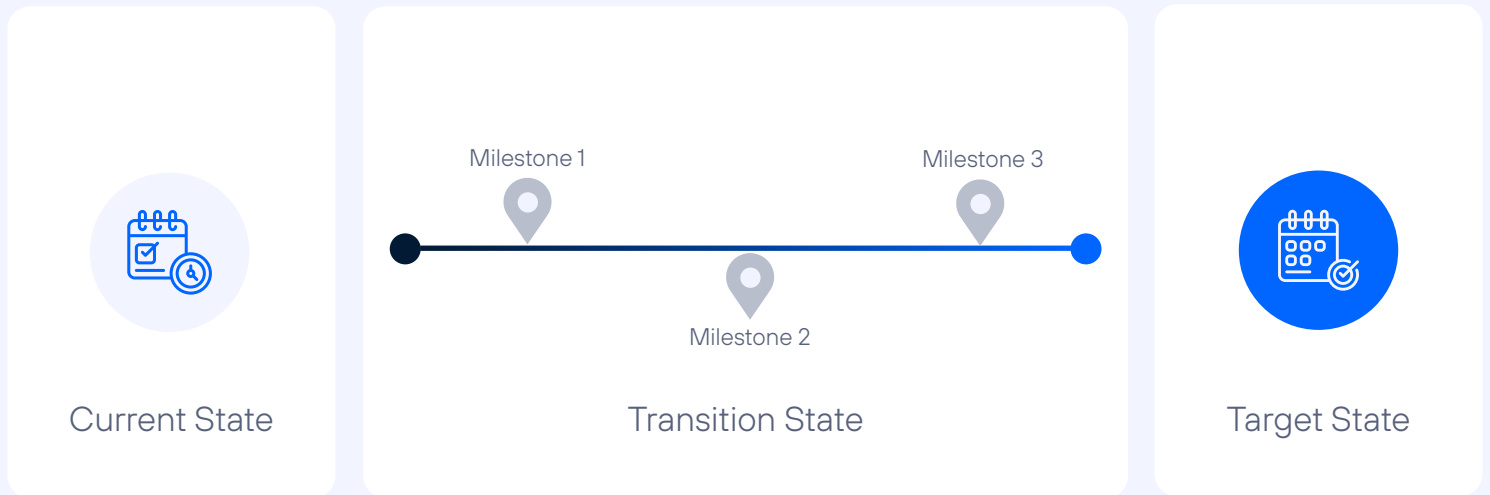
Benefits

Our approach is designed to deliver more than just a plan, it equips your organisation with the clarity, confidence, and capability to move forward with ML & AI. By working closely with your teams, we ensure the strategy is grounded in your reality and aligned to your goals. Key benefits include:

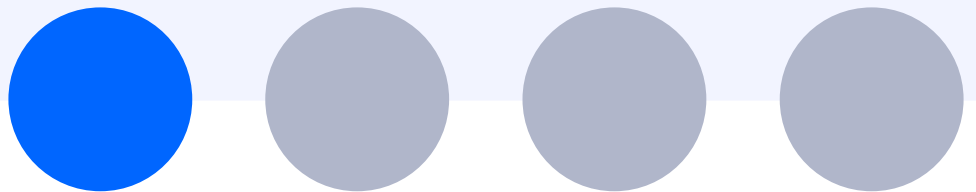
- › A clear view of your current ML & AI maturity, including strengths, gaps, and opportunities
- › A tailored roadmap that connects your business objectives to practical ML & AI initiatives
- › Prioritised use cases based on feasibility and impact, helping you focus on what matters most
- › A defined target operating model, outlining how ML & AI should function across your organisation
- › Strategic documentation and guidance to support long-term delivery and decision-making

In a landscape where ML & AI becoming increasingly fragmented, this offering ensures your efforts are focused, scalable, and built for impact. It's the foundation you need to move from experimentation to enterprise-wide transformation with confidence and clarity.

We want to improve our AI maturity in a considered and sustainable way. How do we set ourselves up for long term success?



Telefónica Tech AI Strategy



Leading the Way in *Digital Transformation* for our Customers

Telefónica Tech unlocks the power of integrated technology, bringing together a unique combination of the best people, with the best tech and the best platforms, supported by a dynamic partner ecosystem to make a real difference to every business, every day.

