

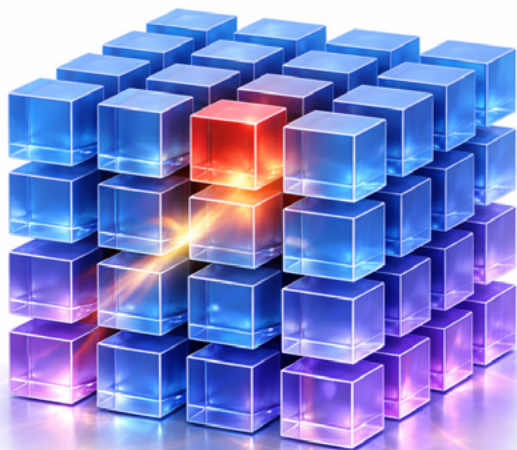
# Prism: Transforming Business Processes with Agentic AI



## Journey to the Frontier with Telefónica Tech

Frontier firms are pulling ahead by building agentic AI into business processes. Using a structured model for AI transformation, the frontier firm vision is built around **enriching employee experiences, reinventing customer engagement, reshaping business processes, and bending the curve on innovation.**

Every organisation is on their own agentic AI journey to the frontier, and Telefónica Tech stands ready to help you innovate, operate and secure through our methodical Prism Framework.



## What is the Prism Framework?

Prism is a strategic methodology for identifying where AI can deliver the greatest value. It assesses journeys, processes, workflows, and tasks, allowing organisations to prioritise AI opportunities through both top-down and bottom-up evaluation. Our Prism approach supports non-linear AI adoption and allows leaders to zoom out for strategic clarity across:

-  Readiness
-  Governance
-  Data Capability
-  Operating-model Change

By breaking down your enterprise into cube components and mapping across a range of influences, the Prism Framework enables targeted agentic AI transformation within a holistic setting.

## Prism: Four-Week Assessment

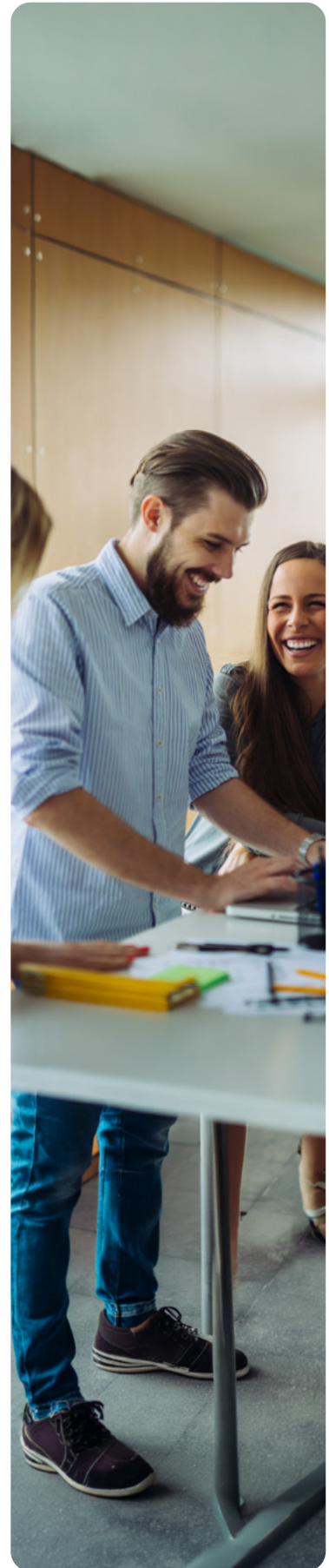
In our Prism Framework, we take you on a four-week discovery journey:

**Week 1: Strategic Alignment** – mapping journeys, friction points, and business priorities.

**Week 2: Opportunity Mapping** – Prism scoring and readiness reviews.

**Week 3: Priority Setting** – impact vs feasibility modelling and leadership alignment.

**Week 4: Roadmap & Investment** sequenced recommendations, governance, and investment guidance.



## Gain Strategic Clarity & Targeted Transformation

### OUTCOMES

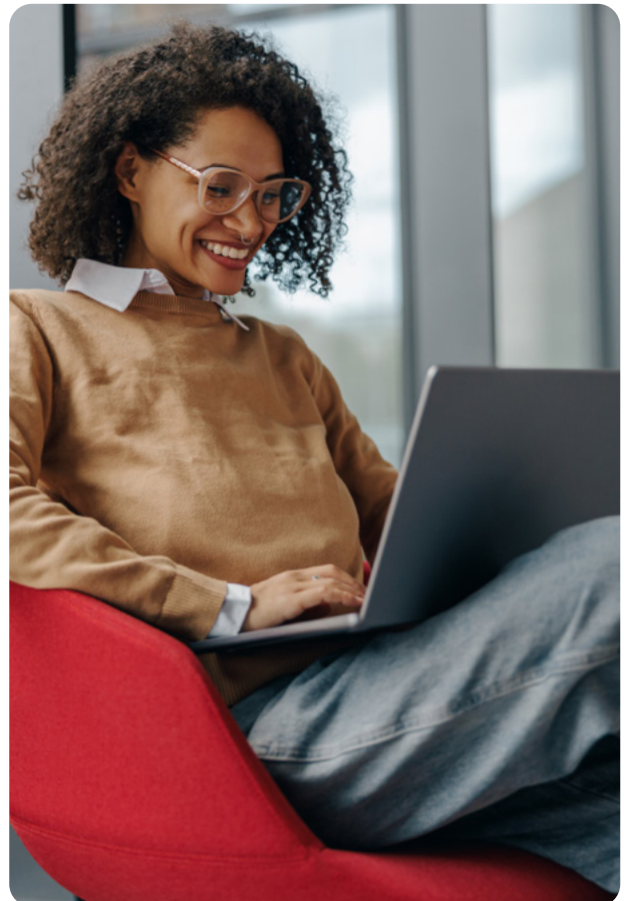
- › A series of cohesive recommendations on how to embark on an agentic AI roadmap
- › Clear understanding of your current internal infrastructure landscape
- › Identified appropriate areas of focus for tangible AI delivery
- › Next steps on a strategic roadmap, in the form of 3-5 use cases

### BENEFITS

- › **Enrich employee experiences** by simplifying work and freeing up time
- › **Reinvent customer engagement** with personalised, speedy experiences
- › **Reshape business processes** by leveraging automation that reduces complexity
- › **Bend the curve on innovation** by accelerating ideas, testing, and adoption

## Example Use Case: How does Agentic AI work in practice?

Using a real-world example, agentic AI enhances Customer Complaint Operations across sentiment analysis, triage, resolution, quality checks, escalation, reporting, and personalised communication. As maturity increases, AI agents move from assisting humans to autonomously closing simple cases and generating ML insights. This is exactly the kind of use case our Prism Framework helps uncover as part of a wider adoption strategy.



**Innovate, Operate & Secure with the best**



## Part of Telefónica Tech's AI Ecosystem

Through the Prism Framework, we help you look at AI holistically. Our broader AI ecosystem includes AI readiness, agent frameworks, governance, cyber security, and data platform services, all of which Prism taps into. With a set of unique capabilities that is as deep as it is broad, Telefónica Tech is your end-to-end provider for AI transformation – with our Prism Framework uncovering your unique way forward.

**If you know you want to transform your business processes with AI but don't know where to start, our Prism Framework is for you.**

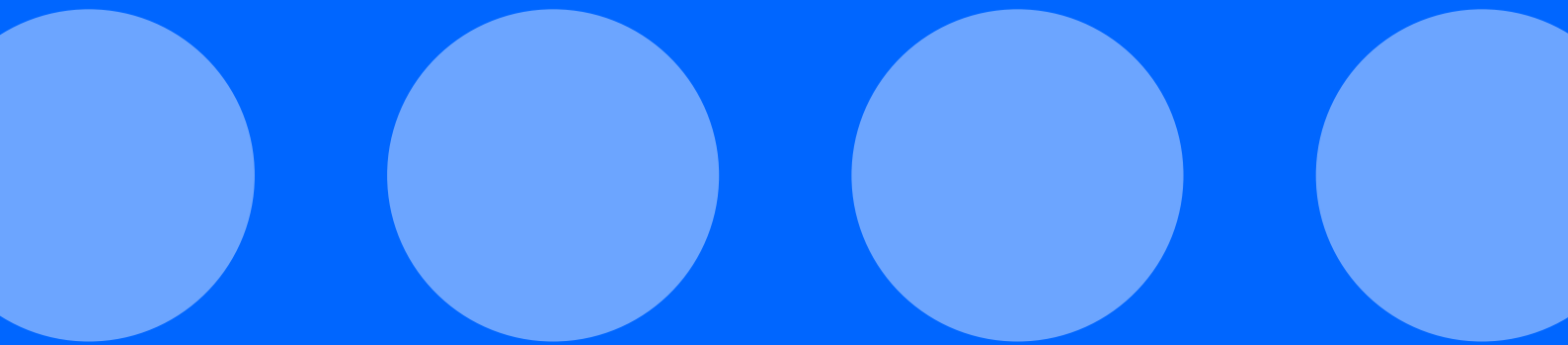
Get in touch to speak to one of our experts and learn more



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# 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.