

Press Release

## Telefónica Tech launches the ‘Business Applications’ solutions in Spain

- Based on Microsoft technology, these solutions allow organisations to achieve maximum performance in their businesses by relying on the most advanced applications in the cloud.
- Telefónica Tech provides professional services to accompany customers in their implementation, is a Microsoft Solutions Partner, Azure Expert MSP and one of the few integrators in Spain with all Microsoft AI Cloud Partner Program designations (including that of ‘Business Applications’, achieved in 2023). It is also part of the Inner Circle (which brings together 1% of the best partners in professional services on Microsoft technology worldwide).

**Madrid, May 5, 2024.** [Telefónica Tech](#) launches its ‘Business Applications’ service in Spain to help organisations optimise their processes, using the most advanced applications in the Microsoft cloud. To do so, Telefónica Tech has created a specialised local team that also has the experience of its network of experts from European markets where the service was already operational (United Kingdom, Germany, Austria and Slovenia, among others).

Telefónica Tech's ‘Business Applications’ solutions, based on Microsoft technology (Dynamics 365 and Power Platform), allow its clients to obtain the maximum performance from their businesses thanks to an intelligent, secure and connected hyper-automated platform.

Telefónica Tech provides professional services to accompany customers in their implementation by having the highest qualifications and certifications in Microsoft technology. It is a Microsoft Solutions Partner, Azure Expert MSP and one of the few integrators in Spain with all the Microsoft AI Cloud Partner Program designations (including the ‘Business Applications’ designation, achieved in 2023). In addition, the company is part of the Inner Circle (which brings together 1% of the best partners in professional services on Microsoft technology worldwide).

Telefónica Tech offers the most innovative solutions and use cases related to the four fundamental lines of business management mainly to the financial, professional services, retail, manufacturing and public administration sectors:

1. Business Management: optimises from the cloud all critical business functions to achieve improvements in the financial and operational management of the organisation.

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2. Talent management: provides organisations with data-driven digital solutions to empower employees and transform the way they work.
3. Customer management: enhances the customer experience across channels (sales, marketing and operations, among others) by analysing the information they provide.
4. Intelligent Automation (no coding notions required): integrates systems and data to automate processes and improve workflows to increase competitiveness, efficiency and customer value.

Steven Brown, global head of the Business Applications business line at Telefónica Tech, said: “We are strengthening our strategic alliance with Microsoft by expanding the Business Applications solution that we have been successfully delivering in the UK and other European markets to provide organisations with the most advanced cloud solutions to improve business efficiency. We also accompany this technological development with our professional services in Spain that will address the specific needs of our customers with the support of our extensive global network of experts”.

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### **About Telefónica Tech**

Telefónica Tech is the leading company in digital transformation. The company offers a wide range of services and integrated technological solutions for Cyber Security, Cloud, IoT, Big Data and Blockchain. For more information, please visit: <https://telefonicatech.com/>

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