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HITACHI
Inspire the Next

Telefónica and Hitachi Vantara: Driving growth in the digital world

Foreword

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To continue setting the pace in the digital world and driving growth Telefónica needs the innovation to support its strategic goals.

If you want to discover which strategies, approaches and solutions you need to transform customer experiences, grow return on data and unlock meaningful insights, read this e-book. It will give you valuable insight into the latest technology that will drive your success.

By leveraging your existing alliance with Hitachi Vantara, you can change the future for the better. And today is the best time to begin.

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An insight into your future

Imagine a truly mobile world.

With 5G and the entry of the post-millennial generation into adulthood, the battleground for network operators and service providers will be centred around seamless access to digital services, regardless of device or location. And Telefónica will thrive, using data as the new oil. Ingesting, cleansing, blending and analyzing data at speed to deliver outstanding customer experiences in a mobile and digital world.

A place where you can grow communication and collaboration.

Adoption of video for business and consumer purposes is already testing services to the limit. Promises around 5G are already fuelling high expectations of a freewheeling video playground, but this time the promises are for real – because Telefónica will have the underlying infrastructure, the analytics and the automation in place. With a Smart Data Center and decades of expertise at your fingertips, you can deliver a video proposition that sets the benchmark for communication, collaboration and sharing for decades to come.





Enter a unique dimension of human-centric digitalization.

There's a change of era, rather than an era of change. Where a new data economy is fuelling and is fuelled by artificial intelligence, decentralization and the internet of things. Data is the business-enabling capital of the digital era. And you have the ability to make sense of it. By maximizing return on data, you will gain the upper hand in driving innovation, transforming customer experiences and unlocking new revenue streams, all with the certainty that Telefónica will grow safely and securely.

Make the right strategic choices every time.

Prudent allocation of capital means rigorous due diligence, a clear understanding of the risk landscape, a realistic assessment of the value of the opportunity, and true agility in responding to change and making decisions. Intelligent data governance and deeper data-driven insights will help you to build comprehensive pictures of every investment opportunity faster than competitors, and to keep closer track of strategic plans as they progress.

Transform every customer experience.

Intelligent data governance provides a deeper understanding of how customers use Telefónica services, giving you data-driven insights into their attitudes, tastes, needs and expectations.

This kind of rich insight will enable you to create more personalized customer experiences, either for highly defined groups of customers – businesses, government agencies, regions – or even for families and individuals.

A future together.

These outcomes are just a glimpse into the benefits made possible by enhancing an existing alliance of two global giants. Where Hitachi Vantara and Telefónica work together with one key focus – to make the world more human with connections fuelled by technology. Helping you change the future for the better with expert advice and solutions for the data center and the cloud, with intuitive analytics and the internet of things.

Making your vision a reality

Hitachi Vantara was established to meet the needs of organizations like Telefónica.

Telefónica is already setting the pace in the digital world. But to stay ahead of the game, you need the right technology and a partner that has the expertise to support your growth.

Hitachi Vantara is already supporting a high percentage of Telefónica's core infrastructure in significant Business Units such as Spain, Brazil and Germany; supporting core data for Telefonica B2B final clients on site, and with cloud-based services (Spain). That's why we are the perfect partner to help you drive growth and connect even more customers and organizations across the globe. Our solutions are safe, reliable and deliver the high quality that they need to meet these initiatives.

The Lumada platform can speed the path of solution creation for IoT, Pentaho Data Integration and Business Analytics will enable you to access, blend, analyze and visualize all types and sizes of data across multiple dimensions and Intelligent Data Governance will enrich dark data assets with real value.

Hitachi Vantara is a century long global OT and IT innovator and a world leader in the development and continuous innovation of IoT, analytics and secure infrastructure technologies. The combination of your purpose and the platforms and solutions that we can offer creates a unique blend of possibilities.

The big opportunity for our partnership lies in the vision and values that both companies share. A dedication to game-changing innovation, a focus on accelerating growth and is one key goal: to connect people across the world with innovation.

When the best brains from two world-leading organizations work together for the achievement of a shared bold vision, the possibilities are limitless. Hitachi Vantara was established to change the way the world works. It is a goal in perfect harmony with Telefónica's vision.



Achieve your strategic goals with four changes

1



Data Center Modernization

As you continue to further improve your mobile connectivity, infrastructure management and continuous investment in the network are high priorities. Hitachi Vantara has the best IP, domain expertise and data driven technology, with flexibility across diverse applications and multicloud environments.

- Accelerate digital transformation and network modernization.
- Monetize data traffic and digital services.
- Generate savings worth €1.5 billion on networks and IT.



2



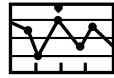
Turning machine data into intelligence

The Lumada IoT Platform can equip Telefónica with a three-tiered ecosystem of platform, solution cores and co-creation services, accelerating the creation of IoT-based solutions. Pentaho Data Integration and Business Analytics will enable you to access, blend, analyze and visualize all types and sizes of data across multiple dimensions.

- Easily ingest, manage, blend and prepare any data from any source.
- Speed design and deployment of big data analytics by up to 15 times, compared to hand coding.
- Uncover insights easily with reports, visualizations and dashboards, without depending on IT.



3



Intelligent data governance and analytics

When 5G launches will kick the data-driven revolution to yet another level. Streaming of video and audio content is likely to grow exponentially and mobile networks are likely to operate as cable replacements in some geographies, or in use cases where businesses and users see no benefit in switching between networks. All this means much more data, carrying much more insight, and requiring much better management.

Intelligent data governance solutions can shine a light on dark data assets, enriching them with valuable metadata to help simplify compliance and secure data, no matter where it resides.

- Simplified compliance to constantly evolving regulations.
- Minimized risk of data breaches.
- Reduced cost and complexity in discovery and reporting.

4



Understanding customers

By building agility and smart analytics into the foundations of the Telefónica infrastructure, we can allow the business to get closer to customer expectations and preferences.

- Optimize performance of customer-facing digital services.
- Create more personalized customer experiences.
- Automate more support services, to improve time-to-resolution.



TOMORROW

Telefónica and Hitachi Vantara: Driving growth in the digital world

The big results

1



The global digital enterprise

Hitachi Vantara will work with you to monetize new digital businesses and next generation networks.

- The network and data center as foundations for profitable video and pay TV services.
- Secure cloud platforms and cloud-delivered cybersecurity services.
- Data-driven analytics, IoT and big data, leveraging One Hitachi solutions.



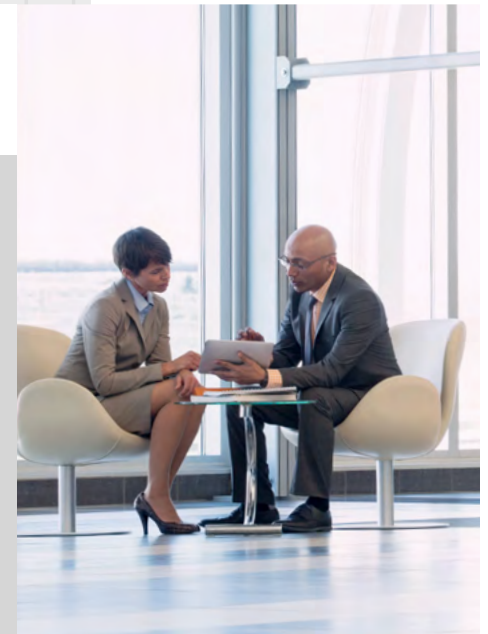
2



Fast, intuitive analytics everywhere

Our data integration and analytics solutions can fast-track your ability to unlock value from IoT data by integrating it with complex business and human data sources. This insight can also be translated into revenue-generating new services.

- Smart transport, smart buildings, smart cities and other services all rely on data-driven analytics from multiple sources – structured and unstructured.
- TV and other content distribution can be optimized and enhanced through AI and cognitive computing, fuelled by IoT and other data sources.
- Personalized, contextually-sensitive offers and services, driven by data, can help to build customer loyalty and reduce churn.



3



Outstanding return on data

Data is the business-enabling asset of the digital economy. It will define competitive advantage and the customer experience in the always-on world.

- Ingest, integrate, orchestrate and analyze data from both structured and unstructured sources.
- Reduce the complexities of data ingestion with a simplified approach to onboarding data at scale.
- A full spectrum of powerful analytics capabilities, from traditional reporting to powering machine learning and AI.



4



Exciting customers

Data-driven insights can unlock innovation, helping you to develop fresh and relevant services and offers that differentiate, reduce churn and win new customers.

- Faster innovation, based on holistic, timely insights.
- Shorter time-to-market, to improve competitive advantage.
- A stronger brand, boosting customer loyalty.



To connect the world through payment, Telefónica needs a transmission of data.

Data is the force that will fuel human-centric digitalization for Telefónica. To create a connected future, you need a partner with the intelligence and experience to drive your return on data.

With 100 years of OT heritage and 60 years of IT experience, we understand what it means to be one of the largest private telecommunications companies in the world. We're experts in turning IoT data into meaningful intelligence, connecting business, human and machine data, in the data center, the public cloud and across applications, all to accelerate your growth.

Our IoT analytics solutions, including Lumada and Pentaho, backed by our proven expertise and data technologies for big data and governance, offer you the capabilities you need to exploit these opportunities and turn data-driven insight into value.



Get in touch

When data is at the heart of your innovation, the opportunities are endless. Discover how you can get ahead with a committed, global OT and IT innovator by your side.

Let's shape your future together.

Talk to Luis Acedo, your dedicated Telefónica Global Account Director, via **luis.acedo@hitachivantara.com** to get started.





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