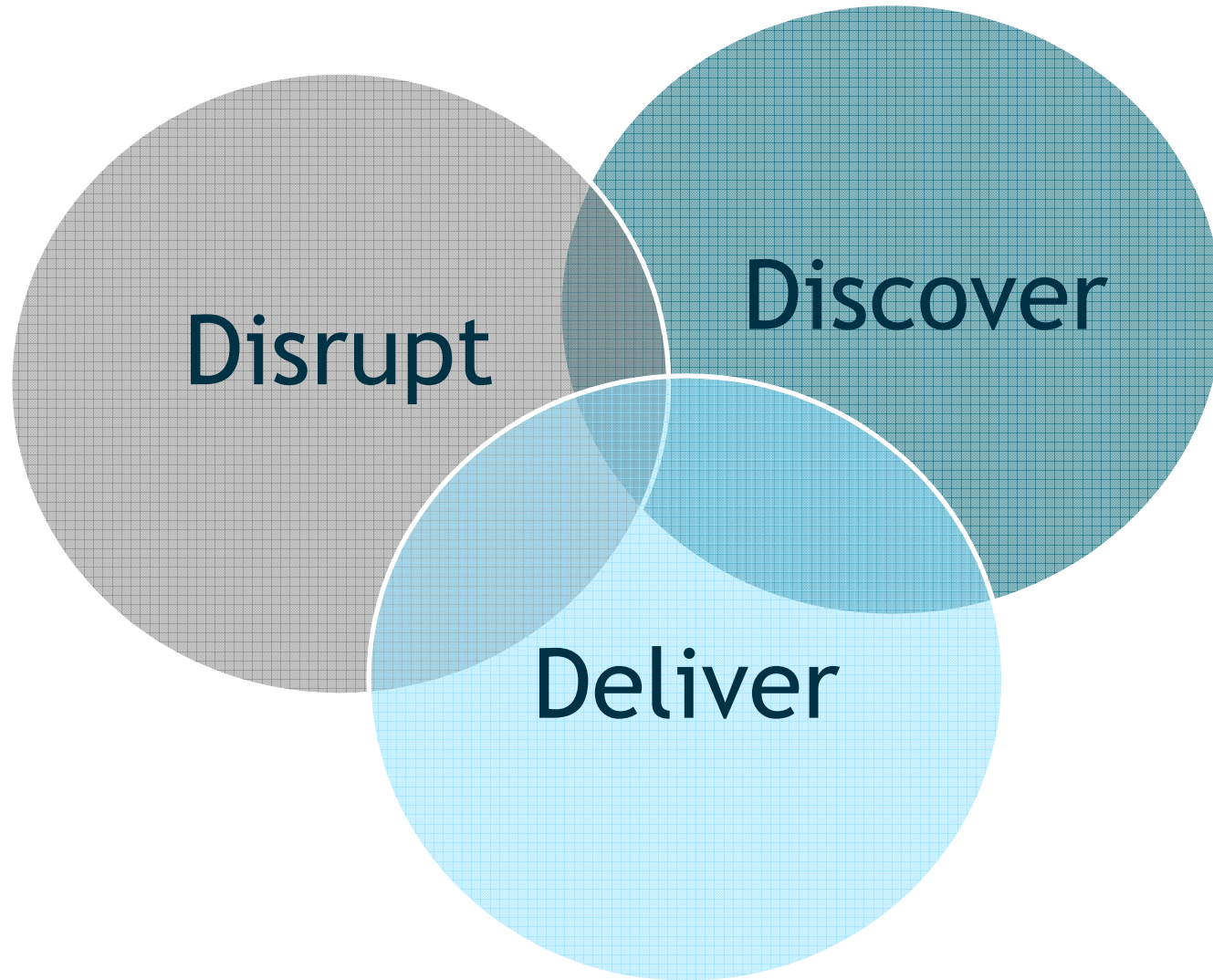



Leveraging ARchitect to support Telefonica AR way of life

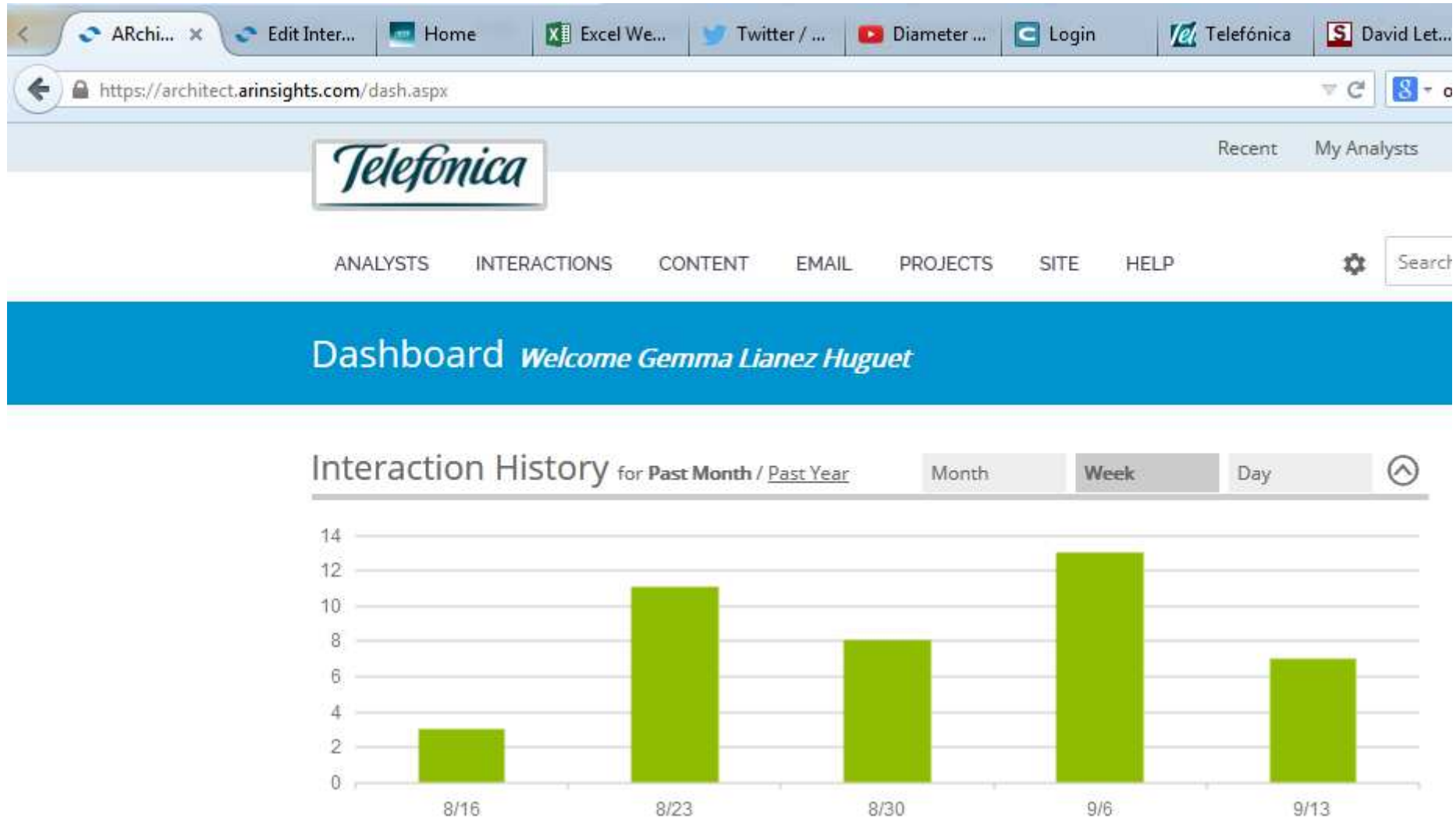
Gemma Liañez, Telefonica



Who is Telefonica and what it means for AR_

- 
- ❑ One of the world's largest fully integrated telecommunication providers
 - ❑ 200+ spokespeople network covering a wide range of topics
 - ❑ ARchitect=collaboration & productivity

Telefonica AR way of life_



Telefonica AR way of life: what does a Monday look like_

- ❑ Regular agenda + ad hoc items. 90 minutes
 - ❑ Upcoming week: planned interactions
 - ❑ Upcoming announcements
 - ❑ Latest requests in: 2 weeks
 - ❑ Premium content: 2 weeks
- ❑ Events: own or industry
- ❑ Quarterly review



'Everyone here? Good. Meeting topic: Setting world record for shortest meeting. All in favor say aye. Ayes have it. Meeting over.'

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<input type="checkbox"/>	<p>Mark Newman OVUM Quoted on 14/09/2015 in TelecomAsia.net AT&T Inc, Telefonica</p>	<p>Smart homes: Haven't we been here before?</p> <div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> Utility companies see this as a natural extension of their core business. Mark Newman is chief research officer of Ovum's telecom research business. For more information, visit www.ovum.com/ </div>	14/09/2015		
	Dan Rayburn	Arris Irate over HEVC Licensing Moves			
<input type="checkbox"/>	<p>Scott Raynovich THE RAYNO REPORT Tweeted on 11/09/2015 02:16 11024 0 0 NEC, Telefonica</p>	<p>@rayno Tweet</p> <div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> Telefónica & NetCracker Trial a Self-Care VPN Service - The NEC subsidiary gives Telefónica a hand with SDN and NF... http://t.co/Cc5ZFoPgZ0 </div>	11/09/2015 02:16		
<input type="checkbox"/>	<p>Marta Muñoz Méndez-Villamil IDC Tweeted on 10/09/2015 14:54 122 3 1 Telefonica</p>	<p>@MartaMunozMV Tweet</p> <div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> Very interesting meeting on #Cloud & #FusionProEmpresas and how Telefonica are encouraging usage amongst current users @TelefonicaCloud </div>	10/09/2015 14:54		

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 - Premium content: 2 weeks

Events: own or industry

Quarterly review

Disrupt way of working

View Interaction

Edit Interaction

Leadership Conference - Current Analysis (REPORT)

Telefonica's Leadership Conference, held in Miami from April 21-22nd, reinforced the service provider's goal of educating and inspiring current and prospective business customers, updating the analyst community on new strategies and services in the enterprise and MNC sectors, and cementing its position as a thought leader and active

show more ▼

Interaction Info

Email & Follow-Up

Interaction Type Internal Event

Interaction Date 15/05/2015 00:00

Initiator Elena Carrogarcia


AR Primary Gemma Lianez Huguet


eKISS Report Link <https://ekiss.intranet.telefonica/comunidad/ekiss/docs/DispForm.aspx?ID=926&lista=KSDocumentos34>

Report Name Telefonica Leadership Conference Focuses on Drivi

Location

Analysts


 [Brian Washburn](#)
CURRENT ANALYSIS, INC.

 [Kathryn Weldon](#)
CURRENT ANALYSIS, INC.

Participants

No participants for this interaction

Coverages

 Enterprise

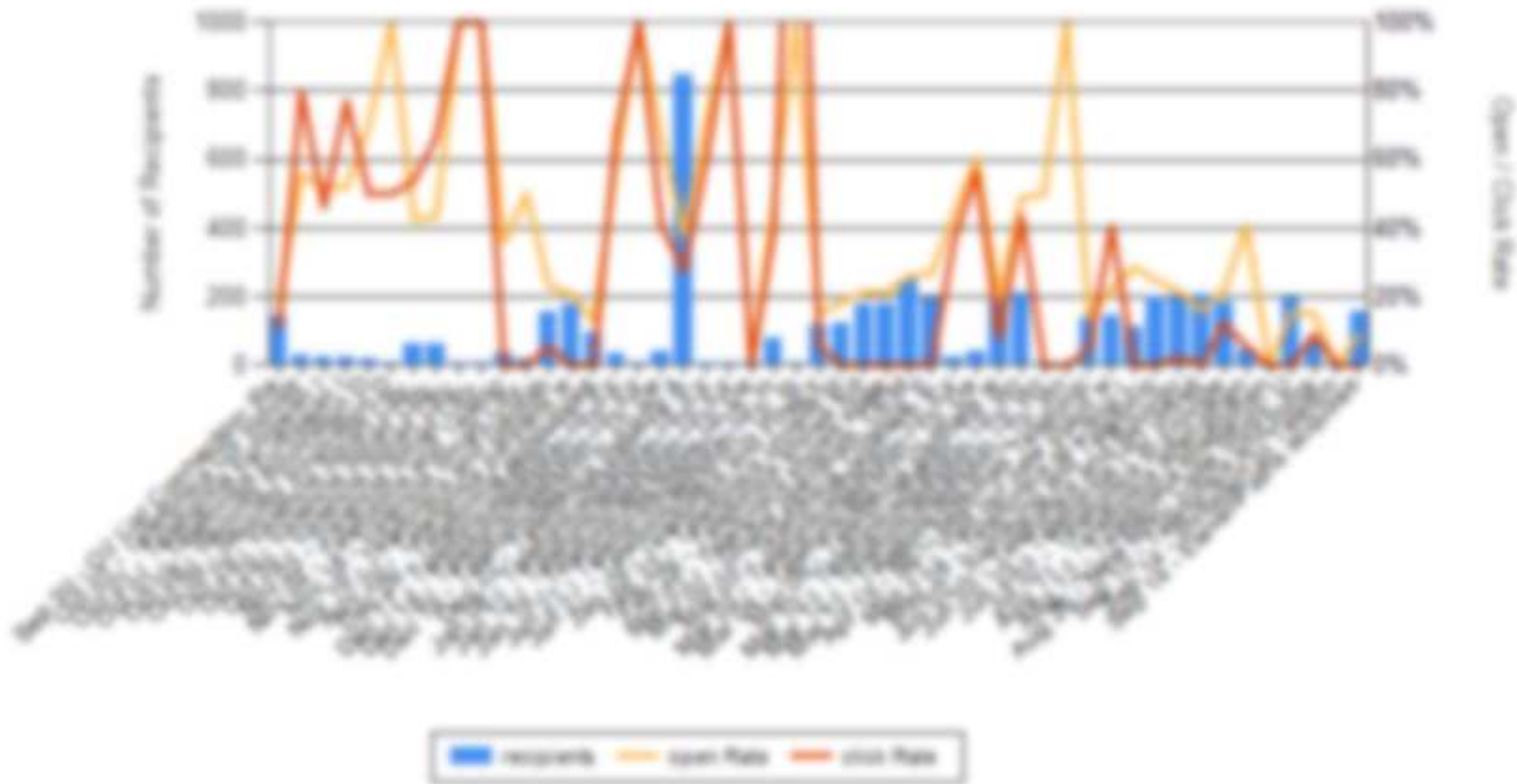
Project

Leadership Conference 2015

Attachments

[150515 Current-Analysis Telefonica-Leadership-Conference-Focuses-on-Driving-Digital-Business-in-a-Complex-Global-](#)

Disrupt way of working_



Disrupt way of working

The image shows a collage of two main components. On the left is a screenshot of a corporate website, likely a LinkedIn page for Telefonica, displaying several employee profiles with their photos and brief descriptions of their roles. On the right is a mobile application interface for 'ARchitect™'. The app shows a profile for 'Ms. Roberta Cozza' with details such as her firm (Gartner Inc.), title (Research Director), and contact information. Below the profile is a 'Search Interactions' section with a 'filter' button, listing various interactions like 'Devices update - Gartner' and 'Telefonica@MWC15: Wrap-up' with their respective dates and types (e.g., REGULAR PUSH, EMAIL).

Telefonica AR way of life: what does a Monday look like_

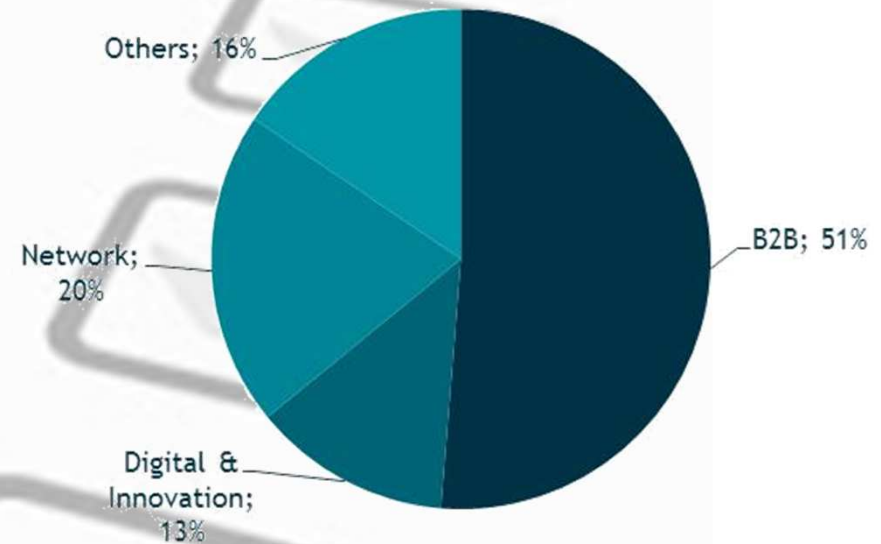
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Deliver metrics

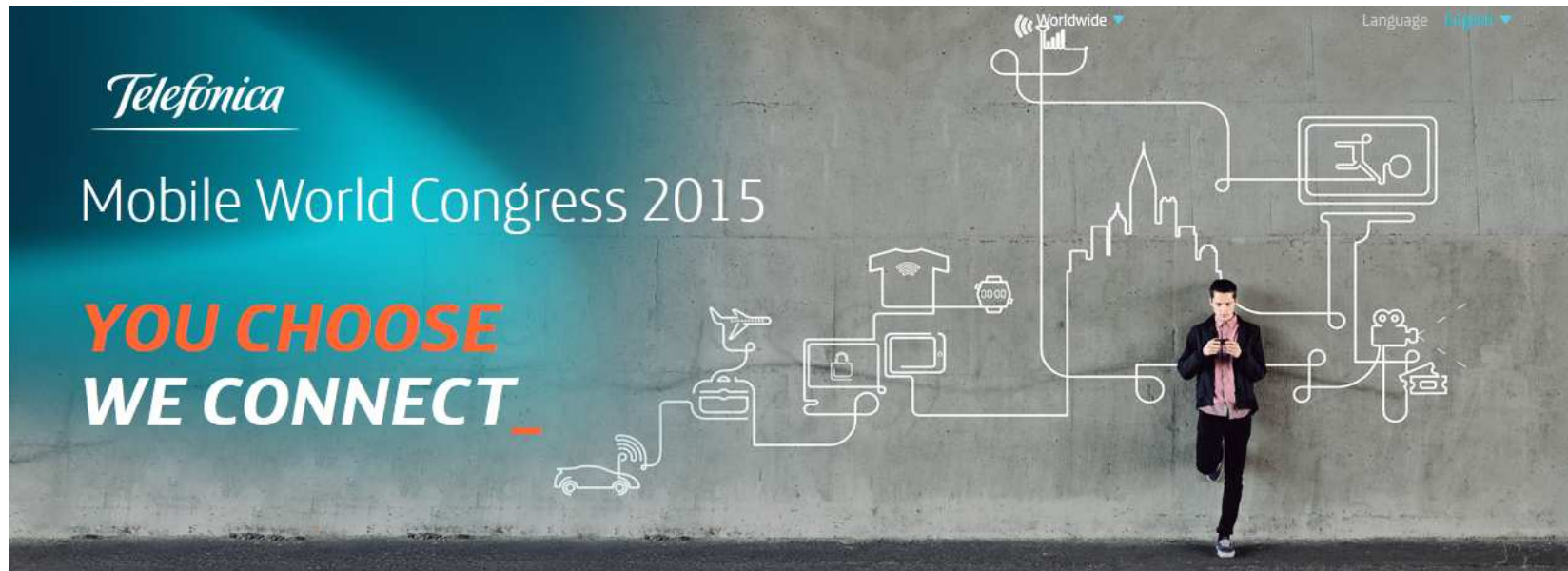
My Reports

Saved Interaction Reports

Name	Description
Subject matter experts	Interactions between subject matter experts and IAs
Total number of interactions with IAs	Counts all interactions with IAs, split by interaction type and month. Year-to-date
Hot topics	Counts all PULL interactions per topic. Year-to-date
Hot firms	Top 15 most debriefed firms
Hot IAs	Top 10 most debriefed IAs
TEF Exec IA interaction	Interactions between TEF execs (including exec comm) and IAs



MWC'15: ARchitect at the core in a nutshell



MOBILE
WORLD CONGRESS
BARCELONA 2-5 MAR 2015

Home

Telefonica at MWC 2015

Our Stand

Press Room

Telefonica: a leading digital telco

Industry Analyst Office

About the Congress

Welcome to Mobile World Congress 2015

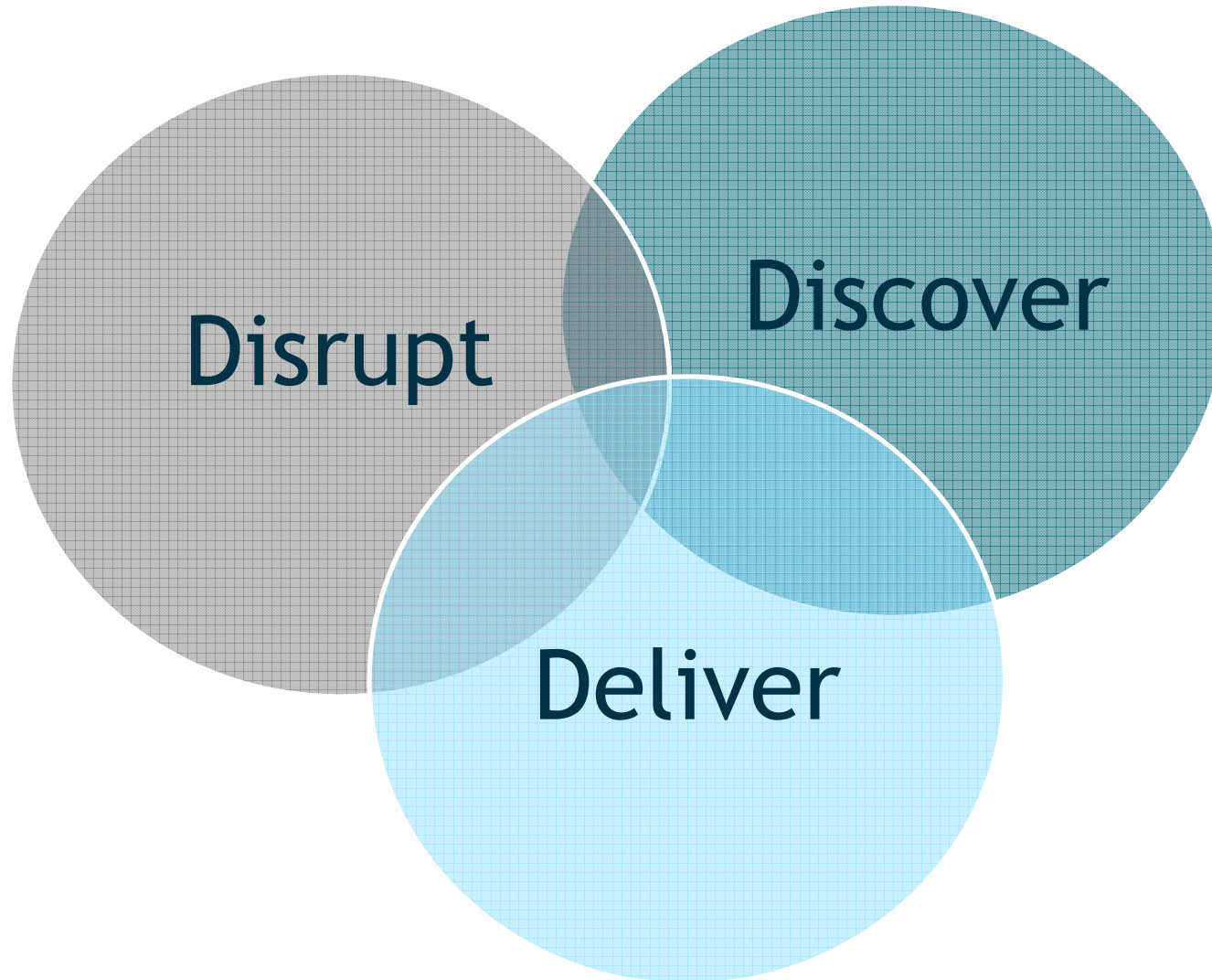
"The Edge of Innovation" is this year's theme at Mobile World Congress which once more takes place in Barcelona. Telefonica hopes this event will deliver lots of news and interesting debate around new developments in technology and networks; innovations that underpin future advances as well as outline relevant new industry trends such as those relating to the Internet of Things.

We also expect to hear about progress made in network virtualization and the next generation connectivity for mobile - 5G. Additionally, it is likely that Mobile World Congress will again provide the 'wow factor' that the "Everything Connected" space has to offer.

Telefonica, as a true 'Digital Telco' is focused on making use of the very best network infrastructure to build a wide range of solutions



Be MORE with ARchitect at the core_



DISCOVER_

DISRUPT_

DELIVER_