

# LUCA

AI Powered Decisions

## Comms

### Convert data from all communications into actionable insights for your business

Companies generate a large quantity of data through their use of communications that holds very valuable information about their business, which can be related to their capacity and infrastructure as well as their digital relations. The combination, exploitation and a strong visualization of all this data provides key information for CIOs and CFOs.

LUCA Comms is an advanced visualization tool for global communications (mobile, landline, switchboards, corporate networks, online, ...) whose machine learning algorithms help to predict and understand the behavior of communications at a global level.

LUCA Comms aggregates and anonymizes multiple data sources, using a cloud-based platform that allows for a complete, easy and intuitive analysis. It includes a system of alerts, predictions, trends and recommendations, and gives the client autonomy to use, consult and interpret the data.



#### Why Telefónica and LUCA?

Telefónica is one of the largest telecommunications companies with a **significant presence in 21 countries and a customer base that amounts to more than 341 million accesses around the world.**

LUCA is the data unit of Telefónica and its mission is to help corporations increase their results through a global offer of Big Data and Artificial Intelligence products and services.

*Telefónica* DATA UNIT

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## Benefits for your business

- Get to know traffic and frequency of your company's digital relationships with clients, providers and other stakeholders
- Contrast your hypothesis with real data that allows you to argue decisions before committees and directives
- Optimize and plan your infrastructure or readjust investments
- Reduce costs through being able to carry out a thorough tracking and therefore, more focused actions
- Be efficient and agile in responding to and detecting client needs

## Benefits of the tool itself

- Real-time knowledge of use patterns
- Detection of anomalies and incidences with the maximum level of detail (maps, chronographs etc.)
- System of alerts and recommendations
- Advanced and personalized visualization
- Automatic calculation of predictions and trends
- Automatic generation of documents through visualizations
- Secure, robust and scalable technology, maintaining the privacy, aggregation and anonymization that is required by the new ruling of the Brussels GDPR

## Who is it aimed at?

- Organizations with a large volume of communication between employees, with providers, clients, etc.
- Companies in growth, or in the process of digital transformation (who are revising their communications infrastructure)
- Service companies (B2B o B2C) with multiple client profiles and types

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## Get in touch!

To get to know more about LUCA Comms speak with your LUCA account manager.

**LUCA**

[luca-d3.com](http://luca-d3.com)

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