Deoleo drives its global digital transformation with Telefónica Tech

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Deoleo, the world's leading olive oil company through iconic brands such as Carbonell, Maestros de Hojiblanca, Carapelli and Bertolli, is strengthening its technological and innovative performance internationally with Telefónica Tech, Telefónica's digital business unit.

Both entities announce their collaboration on three key projects: the evolution of the blockchain traceability system through its integration into Telefónica Tech's technology to reinforce transparency for consumers; the digitisation of maintenance management at Deoleo's factories through new technologies; and the development of Artificial Intelligence (AI) solutions to optimise and ensure maximum quality throughout the product's shelf life.

With a solid track record in providing digital services and advanced capabilities in areas such as cloud, cybersecurity, data and artificial intelligence, Telefónica Tech is contributing its expertise to accelerate Deoleo's transformation. For its part, the olive oil company is reinforcing its commitment to innovation in line with its EVOO-lution roadmap to gain efficiency and optimise processes towards a data-driven model, driving operational excellence through synergies and a more agile industrial network, aligned with business needs.

> This global project we are carrying out with Telefónica Tech reinforces our innovation roadmap and allows us to accelerate Deoleo's technological evolution on an international scale. The combination of advanced traceability, industrial digitalisation and artificial intelligence helps us to be more efficient and to select the best raw materials to guarantee the high quality standards of our products,

says Enrique Pérez Jiménez, Head of IT at Deoleo.

Carlos Martínez, Director of AI and Data at Telefónica Tech, adds:

> This digital transformation project seeks to optimise Deoleo's olive oil production process with AI models, as well as enabling predictive and corrective maintenance at its two plants and continuing to reinforce, thanks to blockchain technology, the highest guarantees of quality, safety and authenticity of its products.

Improvement of the traceability system through blockchain

In the first of the projects, Telefónica Tech has made TrustOS available to Deoleo: its blockchain platform for secure digitisation, with the aim of strengthening the traceability system that the company has been promoting since 2022 on its bottles. Thanks to this cutting-edge technology, data from the different stages of the oil production chain is recorded securely, chronologically and immutably, preventing modifications or deletions, with the aim of maximising the transparency of the process for the consumer.

Currently, more than 35% of Deoleo's extra virgin olive oil already uses this technology, which independently verifies quality, optimises verification times and simplifies the management of potential quality or food safety incidents. In addition, the solution integrates easily with Deoleo's information systems, preserving existing interfaces, historical data and essential capabilities for registering key entities, ensuring the technological continuity of the service.

Each of these bottles includes a label with a unique QR code which, when scanned with a mobile phone, provides detailed information on traceability and quality, independently validated. In this way, consumers can check the detailed origin of their oil, including details such as the exact cooperatives where it was harvested and the date of bottling.

For Deoleo, blockchain traceability represents a strategic solution that allows it to independently and accurately validate its commitment to the quality and origin of each product. Through its alliance with Telefónica Tech as a technology partner, the company continues to drive innovation under high standards, providing operational rigour that is key to preserving and strengthening consumer confidence in its oil.

Digitisation of Deoleo's plants

On the other hand, Telefónica Tech, through its unit specialising in industrial digitisation, Geprom, will support Deoleo in the management and maintenance of its plants in Alcolea (Córdoba) and Tavarnelle (Florence), integrating the Computer-Assisted Maintenance Management System (CMMS) using EMI SUITE technology, which will allow greater control over the efficiency of the value chain in both factories.

These systems include specific modules to control and manage the different assets of the plants (inventory, machinery, spare parts and documentation), as well as software that allows for the planning, execution and recording of both preventive and corrective maintenance. It also facilitates the management of work orders, incident tracking and control of spare parts and materials stock.

The idea is for this system to evolve into a predictive model to anticipate incidents and detect possible deviations before they impact production. In this way, the tool will allow the capture of signals from machines that are not being recorded through the usual programmes and reports.

AI: Guarantee of high quality in the final product

As a third initiative, and after conducting an exhaustive analysis to identify other opportunities to use AI to enhance transformation and efficiency in key business processes, Telefónica Tech and Deoleo have selected a first use case to promote Artificial Intelligence solutions.

The aim of this project is to provide master blenders with support tools that facilitate decision-making, selecting the best raw materials and oil varieties on the market, in order to maintain the highest standards of oil quality and, above all, to continue offering consumers the maximum guarantees of quality.

This solution is part of Deoleo’s consolidation of machine learning models and advanced algorithms to optimise operational efficiency, help reduce volatility and improve the availability of raw materials. All of this helps the company to anticipate variations and ensure greater consistency in results.

This implementation will have a direct impact on product quality and the company’s ongoing commitment to innovation, aligning with its

vision of using technology as a strategic lever for competitiveness and differentiation.

Deoleo is the world's leading olive oil company, with a presence in 42 countries across five continents. It has factories in Spain and Italy and sales offices in 12 countries. Deoleo has 27 brands in its portfolio of oils, olives, sauces and vinegars, including world-leading brands such as Bertolli, Carapelli, and Spanish brands Carbonell, Hojiblanca and Koipe. Source: Euromonitor 2025. For more information about Deoleo, please visit www.deoleo.com

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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, AI and Blockchain. For more information, please visit: https://telefonicatech.com/en

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