Telefónica Tech expands its AI services by offering Perplexity to B2B

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Telefónica Tech, Telefónica's digital business unit, is partnering with Perplexity, the AI-powered search engine that answers user queries in natural language and conversational format, to provide the 'Perplexity Enterprise Pro' service to the business segment (B2B) in Spain.

Telefónica Tech offers the 'Perplexity Enterprise Pro' service to business customers and complements it with its professional services to help customers implement it and get the most out of the tool. In addition, Telefónica Tech will offer a three-month pilot during the launch of the service for companies interested in trying it out.

'Perplexity Enterprise Pro' is a search engine that, after analysing information from the internet, proprietary data and internal customer sources in real time, drastically reduces search time and provides users with verifiable answers with citations and multimedia content. It also offers unlimited assisted search queries to refine questions and provide the best answer, while guaranteeing the security and privacy of information at all times.

With this new service, Telefónica Tech offers its customers an AI-based search platform with single sign-on (SSO), which facilitates fast and secure access to corporate systems and guarantees data privacy by committing not to use it to train its language models (Large Language Model, LLM) and to delete queries after seven days.

In terms of security, 'Perplexity Enterprise Pro' is SOC2 certified, which certifies that it has effective controls in place to protect customer data in the cloud, and a user management model that allows team members to be easily added or removed. The enterprise version of Perplexity also sends alerts to customers to keep documents under control.

Telefónica Tech provides a differential value thanks to its professional

services, which accompany organisations from the piloting to the scaling of AI solutions. With personalised training, specialised support and continuous accompaniment, it ensures efficient, safe and aligned adoption with business objectives. This layer of services maximises the return on investment in tools such as Perplexity Enterprise Pro and accelerates their impact on productivity.

Alberto Sempere, Director of Services, Innovation and Partnerships at Telefónica Tech, said:

> We continue to expand our portfolio of AI services in the workplace to offer our B2B customers the most advanced tools to boost efficiency and productivity in their businesses. 'Perplexity Enterprise Pro' responds to complex queries in minutes, enabling companies to accelerate their decision-making while always meeting strict security requirements

Emily Jorgens, Head of Enterprise Partnerships at Perplexity, said:

> Businesses around the world make trillions of dollars of decisions every day. Perplexity is a valuable tool for them because of our relentless focus on accurate and trustworthy answers powered by AI. Telefonica is a natural partner to offer Perplexity Pro because they deeply understand these needs of business decision-makers.

Complete and specific offering for each type of customer

The alliance between Telefónica Tech and Perplexity for the B2B segment consolidates the relationship between the two companies (Telefónica and Perplexity) and allows Telefónica to enter the market with a broad and specific offering for each type of customer.

Telefónica thus strengthens its commitment to the democratisation of artificial intelligence and enhances its strategic alliance with Perplexity. The relationship between Telefónica and Perplexity began last October, when Wayra (Telefónica's corporate venture capital arm) announced its investment in Perplexity.

The company also offers its B2C customers in Spain, Brazil, the United Kingdom and Colombia a free 12-month subscription to 'Perplexity Pro', through an agreement signed by Global Partnerships & Devices as part of the Telefónica Group's strategy to facilitate

access to cutting-edge AI technologies in all the markets where it operates. In Spain, Movistar was the first commercial brand in the telecommunications market to offer the latest advances in Artificial Intelligence for mobile, fixed and convergent telephony by enabling ‘Perplexity Pro’ for all its customers since last January. And now Telefónica Tech is partnering with the US start-up to provide the enterprise version of its search engine (‘Perplexity Enterprise Pro’) with advanced features for the B2B segment.

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