

# The Fini Company chooses Telefónica as global technology partner



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BY [TELEFÓNICA](#)

Telefónica has signed an agreement with the Fini Company, the manufacturing and distribution of candy biggest company in Spain and Brazil, to become its global technological partner for the next three years.

This alliance has been announced in a session that took place today at the Telefónica stand at the Mobile World Congress (MWC), which is being held this week in Barcelona. The 'Fini360º Digitization', as this project is known, has the objective of optimizing each of the company's departments and processes through technology, which will result in greater efficiency in the production chain and in the work of each of its employees.

The execution of the plan defined by Telefónica includes the technological evolution of fixed and mobile communications, perimeter and access security, the establishment of a single management center, consulting and subsequent migration to the cloud and tools so that employees can work in a mobility environment. Business applications that drive industry 4.0 in its manufacturing will also be incorporated and the automation of its factories located in Molina de Segura (Spain) and Sao Paulo (Brazil). They will also give training in multilingual ICT capabilities and will develop living app with exclusive multimedia and gaming content for the Movistar Plus+ and Vivo Play television platforms.

Manuel Sánchez Cobián, CEO of the Fini Company, indicates:

The digital transformation project that we are starting aims to improve each and every one of the company's processes, adapting us to new technological environments where we can achieve the maximum level of efficiency and efficiency at the Fini Company.

Javier Vizcaíno, Head of SMEs at Telefónica España, expounds:

Digital transformation reaches all companies in all sectors and at Telefónica we have all the necessary capabilities to accompany them in this stage. The technological boost to this sweets and candy multinational will make it a benchmark in digitalization in its sector, increasing its flexibility, profitability and its capacity for innovation, while maintaining the differential quality of its products.

### Heading towards the smart industry

Telefónica has carried out, through Geprom part of Telefónica Tech, a technological consultancy to identify the strategic points with potential for improvement that the Fini Company must address to move towards Industry 4.0 and has worked on the implementation of the necessary digital solutions in all its factories to consolidate the company from Murcia as a benchmark for digital transformation in its sector.

The technology company automates the Fini Company's production processes to simplify repetitive tasks by connecting and integrating its industrial operations (Planning, Production, Quality, Logistics and Maintenance) to streamline the day-to-day business and obtain operational excellence. Likewise, the digitalization of its factory processes will provide the company in Murcia with a large volume of data to make better decisions and will consolidate the necessary technological maturity of the company to advance in the new disruptive technologies that are to come.

The Fini Company's factory digitalization project aims to guarantee the sustained growth of its industrial model, optimize the methods and times used, reduce possible human errors, industrial waste and consumption, as well as increase productivity and ensure product quality and traceability.

The joint work of both companies, which share many factors, including the relevance of Brazil as one of the main markets and a clear focus on R&D&I, has allowed digitalization to also reach the entire workforce, made up of 3,500 workers. This solution will facilitate the integration in the cloud of all the elements that the employee needs to carry for doing their work, both in the office and in teleworking mode, providing tools so they can also work on mobility and in shared environments. A 24-hour, seven-day-a-week maintenance service will

also be made available to them.

For more information: Telefónica at MWC 2024

Telefónica is one of the world's leading telecommunications service providers. The company offers fixed and mobile connectivity services, as well as a wide range of digital services for individuals and companies. It is present in Europe and Latin America, where it has nearly 388 million customers. Telefónica is a totally private company whose shares are listed on the continuous market of the Spanish stock exchanges and on the New York and Lima stock exchanges.

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the Fini Company is the global corporate brand, which brings together the brands Fini, the Spanish leader in the candy and sweets segment, and Dr.Good, the first complete line of vitamin supplements for children and adults, currently marketed in Brazil. Created in 2021, the global brand was born the year the company turns 50 in Spain and 20 in Brazil. It leads the sale of gelatin, marshmallow and licorice candies, being the main manufacturer of licorice. With almost half a century of experience, the company has made quality, innovation and fun its hallmarks, achieving unique and innovative products, recognizable by the public of all ages. In addition, it has the most extensive range on the market adapted for all types of consumers (celiacs, vegans...) thanks to its 23 production lines dedicated to this manufacturing. More information through Agencia Mil Millones: Chus Soto (

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