

Press Realese MWC 2024

Telefónica and Würth drive Industry 4.0 with the first 5G smart logistics solution in Spain

- In collaboration with Nokia, Teradata and Etiqmedia, cutting-edge technologies such as 5G+, artificial intelligence and state-of-the-art solutions for video and data analysis have been merged.
- This proof of concept provides a response to the challenges posed by Würth to optimize its processes and advance its digitalization towards the creation of an intelligent logistics center.
- This pilot will be shown at the Mobile World Congress in Barcelona as part of the presentation 'AI logistics: the artificial intelligence revolution in logistics centers'.

Madrid, February 8th., 2024.- Telefónica and Würth España, leader in professional direct sales of industrial supplies in different sectors, have developed and implemented in the logistics center of Agoncillo (La Rioja) several solutions based on 5G+ and artificial intelligence that make it the first intelligent logistics industry in Spain.

In this way, Telefónica, with the collaboration of Nokia, Teradata and Etiqmedia, has responded to the optimization needs of certain processes of the plant, as well as to Würth's objective of advancing in the digitization of its logistics processes.

The state-of-the-art 5G+ network deployed in the center natively incorporates artificial intelligence, being able to anticipate future scenarios in order to make decisions in the present. On top of this connectivity, an artificial vision solution has been integrated to control logistics processes thanks to the data extracted in real time from the ultra-high-definition video streams generated by the connected cameras located at various points in the logistics center, which are analyzed and exploited in an analytical and data management platform integrated with the rest of the ecosystem.

This innovative solution provides a direct response to five challenges posed by Würth:

- Possible jamming of boxes on the conveyor, which are detected by the implemented solution, alerting operators in real time.
- Audit at the outbound conveyor, which makes it possible to check that any box being shipped has the correct contents.
- Outbound dock dispatch, to verify and guarantee that the pallets loaded on a truck are going to the correct destination.
- Beach occupancy, so that Würth knows at all times the occupancy rate of the different spaces in the logistics center.
- Ability to have a complete and centralized view of all these processes through a portal that allows historical and real-time visualization of all the information collected, transformed into valuable data for the business.

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In this proof of concept, Telefónica has collaborated with an ecosystem of strategic partners: Würth as a customer of the solution; Nokia for the deployment of the 5G+ network that includes the artificial intelligence functionality NWDAF (Network Data Analytics Function); Etiqmedia as a provider of real-time video analytics supported by Telefónica's 5G connectivity, in addition to the deployment and integration of the video cameras; and Teradata, which has integrated Vantage, its cloud and hybrid data management and analytics platform, recognized as the most advanced and powerful in the market, with the 5G+ network and with the real-time video analytics solution. In this way, it has implemented the transversal analytics layer that relates and exploits different data sources (video and 5G+ network, both access network and core) to facilitate decision-making in the logistics center through a dashboard with the most relevant indicators for the management of the identified use cases.

Pilot with Würth at the Mobile World Congress

On Wednesday February 28 at 17:30 in the Agora of the Mobile World Congress held in Barcelona, Telefónica together with Würth will show the five use cases based on Computer Vision technology on the latest generation 5G network with AI developed for the Würth plant in Agoncillo in the framework of the presentation 'AI logistics: the revolution of artificial intelligence in logistics centers'.

The presentation will also show how Telefónica transfers the latest technology to the production plants of its industrial and logistics customers to optimize processes and turn innovation into a lever for development.

The speakers will be:

- Daniel Guisado, CIO of Würth Spain.
- Alejandro Alonso, Innovation expert at Telefónica Spain
- Juan José Rodríguez, Innovation expert at Telefónica España
- Sergio Sellers, Product Manager Computer Vision at Telefónica Spain

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