

**We make our client's digital future
come true**

INFORMÁTICA

El Corte Inglés





OURGROUP

El Corte Inglés

El Corte Inglés has been in this business for 75 years and we are now market leaders, driving change and creating innovative concepts.

A world leader in large department stores and a leading player in the Spanish distribution market. It has had a policy of customer service and constant innovation from the very beginning, in order to accommodate society's changing tastes and requirements. This has led it its diversification into sectors such as travel, insurance, and information and communications technology.



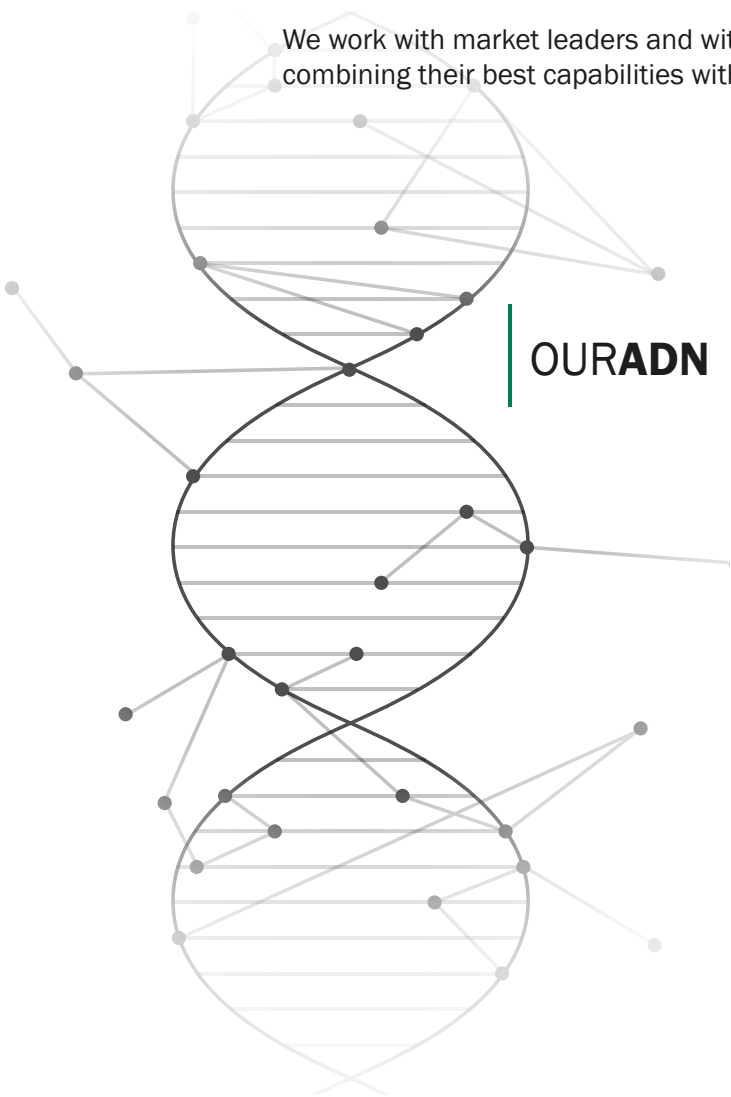
WE UNIT talent, ability and experience

To face the digital future together

We are the technology company of the El Corte Ingles Group, and specialise in providing digital solutions and value-added services to digitally transform companies and public entities.

Our experience, talent and sector knowledge is focused on developing integrated added-value proposals using technology. These proposals aim at maximising the value of the relationship between the organisation and its clients, and optimising its business operations.

We work with market leaders and with emerging companies, with specialists in each industry, combining their best capabilities with ours to achieve remarkable results for our clients.



Closeness

We listen carefully to our clients to better understand their needs, teaming up with them in every project we approach together.

Commitment

We support our clients with maximum involvement, working on each project until the expected results are met, and contributing the dedication and resources required to achieve this.

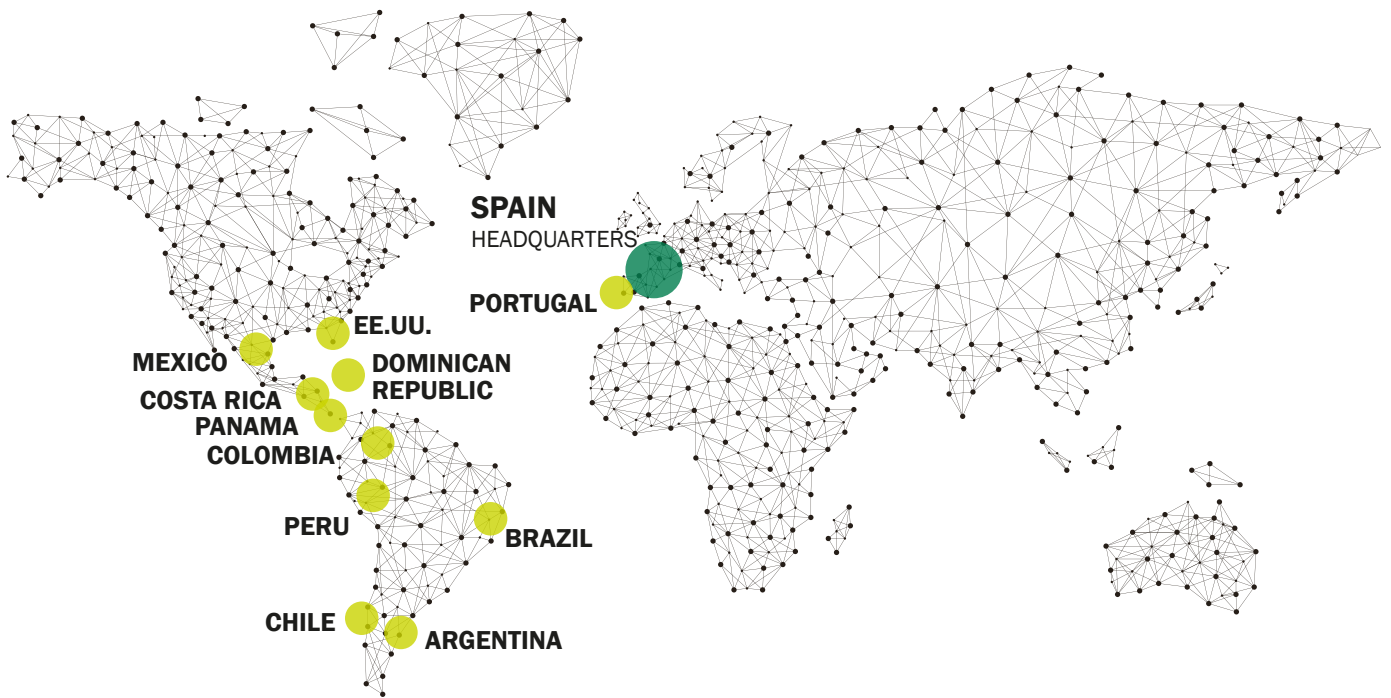
Continuity

We create solid and long lasting relationships. Our work does not end with a project. We progress together with our clients in a constant process of update and transformation.



WHEREWEARE

Our innovative dedication has enabled us to achieve progressive internationalisation. Today we have offices in 12 countries, where we use all our experience in successful projects.



2015 Turnover | **€714 million**

International Offices

ARGENTINA

Buenos Aires

BRAZIL

São Paulo

CHILE

Santiago de Chile

COLOMBIA

Bogota

COSTA RICA

San Jose

USA

Miami

MEXICO

México City

PERU

Lima

PORTUGAL

Lisbon

DOMINICAN REPUBLIC

Santo Domingo

PANAMA

Panama City

Offices in Spain

Madrid (head office)

Badajoz

Barcelona

Bilbao

Las Palmas de Gran Canaria

Málaga

Murcia

Oviedo

Palma de Mallorca

Pamplona

Santander

Santiago de Compostela

Sevilla

Valencia

Valladolid

Vigo

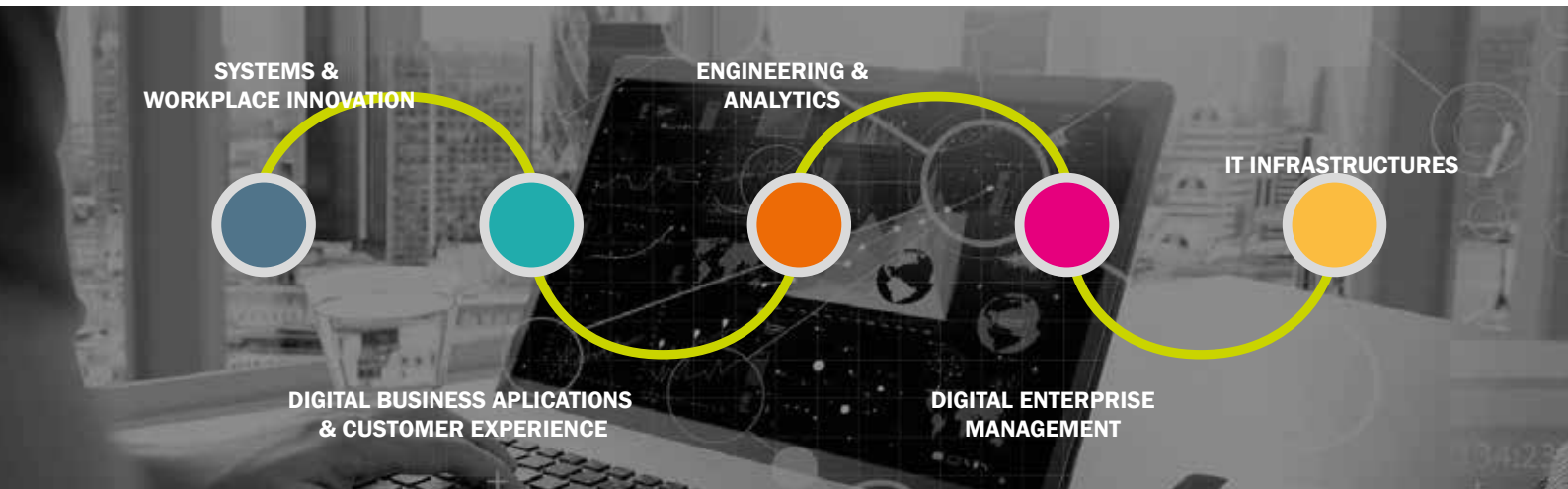
Zaragoza

OUR CAPABILITIES

DIVISIONS

All our work and activities is geared towards new collaboration models to advise our clients about the needs brought about by digital transformations.

We have developed for this purpose five new divisions in concrete fields of knowledge, with solutions that offer new business and management models for a digital, connected world.



SYSTEMS & WORKPLACE INNOVATION

- Outsourcing
- Digital Workplace
- IT Architecture
- IT Governance and Management

DIGITAL BUSINESS APPLICATIONS & CUSTOMER EXPERIENCE

- Smart Tourist Connect
- Application development and outsourcing
- IT-Training
- Core Insurers
- Customer & Citizen Experience
- Archives and Document Management / Digital Contracts
- Digital Processes and Services Platform / DBPO
- Payment Methods

ENGINEERING & ANALYTICS

- Cyber & Electronic Security
- IoT-Operational Technology / Transportation
- Portability
- Telecommunications
- Entertainment and Ticketing
- Big Data & Analytics

DIGITAL ENTERPRISE MANAGEMENT

- Healthcare Management
- Human Capital & Talent Management
- Managed Maintenance of SAP Applications (CCS)
- SAP HANA & Innovation Technology
- xLogistics
- Retail & POS
- Hospitality
- SAP ERP & SAP S/4 HANA

IT INFRASTRUCTURES

- Communications
- Printing
- PC's
- Telecommunications
- Security
- Storage
- Intel Servers
- Software
- Retail
- Health Care
- Means of Payment and Signing
- Kiosks and Information Points
- Data centre (CPD) Infrastructure and Cabling



OUR CAPABILITIES

INNOVATION CENTRES

We believe that specialisation is an essential component of success for our clients to achieve digital transformation. Therefore, we have organised our abilities into a network of specialised technological centres designed to carry out development, operation and technological innovation to the highest level of excellence.

DEVELOPMENT CENTRES

blimeaspace

Software development centre
Data processing centre
Consolidated services centre
R+D+i document management
EBIC. Innovation center

monzonspace

Consolidated services centre
Document services centre
Multilingual

calatravaspace

Development services
Quality office services

OPERATION AND NETWORK CENTRES

CORE

OPERATION AND NETWORK CENTRES

Services:
24/7 support, monitoring and Data Centre services
Application support
Scope: Systems, networks, applications, security
Technologies: BMC, CA, HP, IBM, PANDORA, etc.
Supported languages: English, Spanish and Portuguese

Datacenter | TIER IV MURCIA

99.999% high availability.
High density Datacenter.
State of the art technology.
24x7 in operation and management.
Security (LOPD -data protection law- compliance)
Business continuity.
GREEN IT "base design"
PUE < 1.4 Design

KNOWLEDGE CENTRES

BDiA-Lab®

BIG DATA IN ACTION IN LABORATORY

telecommunications
services
centre

retail services
centre

IT transformation
services
centre

SAP services
centre

document
technology
services centre

cybersecurity
centre

mobility
excellence
centre

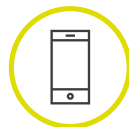
virtualisation
excellence
centre

APPLICABLE SECTORS

Distinct approaches to tackle various challenges. We adapt our vision of digital transformation to the challenges of each industry and client, to achieve remarkable and unrepeatable advantages. A customised and defined proposal from our knowledge and experience with clients in various sectors.



GOVERNMENT & PUBLIC
SERVICES



TELECOM & MEDIA



ENERGY



INDUSTRY



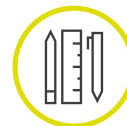
RETAIL



TRANSPORT



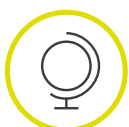
HEALTHCARE



EDUCATION



DEFENCE & SECURITY



TOURISM



BANKING & INSURANCE

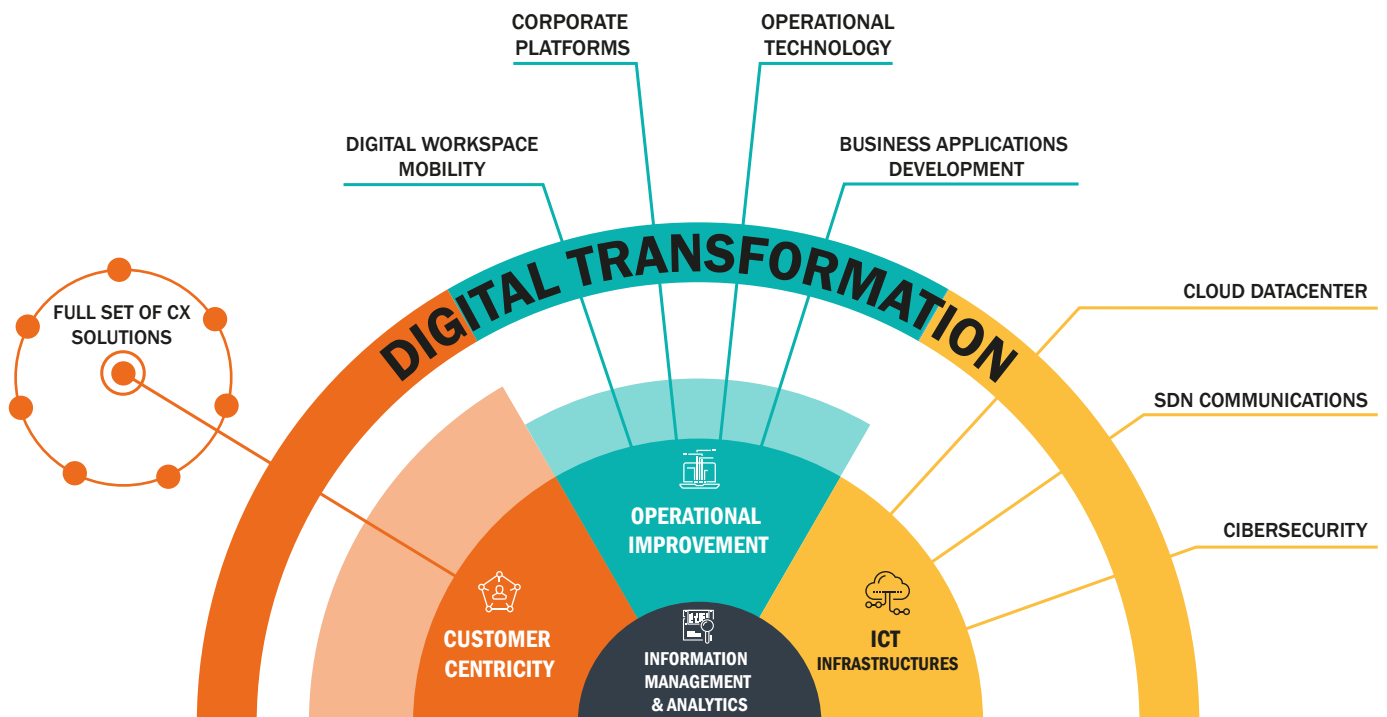
WHATWEDO

We support our clients in their development towards a fully digital organisation, with our own integrated approach that is focused on intelligently adopting technologies based on four key transformation areas.

Four priority transformation areas in a unique, integrated and distinct approach. A complete proposition of digital solutions and services with an end-to-end vision, to achieve digital transformation for our clients that transcends infrastructure, business applications, data, and of course, the client/individual relationship.



TRANSFORMATION AREAS



CUSTOMER CENTRICITY

People first. We transform the relationship between the client and the individual, using a differential and customised digital experience.

SMART INSIGHTS DISCOVERY

We provide solutions that explain how our customers interact, which content is most popular, which products or services are most frequently procured, or which contact points cause the greatest problems. Furthermore, how to evaluate customer's relationship with the brand, with the aim of improving customer experience and brand affinity.



USER EXPERIENCE & SERVICE DESIGN

We help our customers to define new plant and redesign their digital products and services using "Design Thinking", and user experience research and analysis methods. We prototype solutions and the user experience design for new products, and implement "learning launches" to achieve a more agile acceptance.

UNIFIED CUSTOMER DATA

We construct a unique 360° vision of each customer. It begins with integrating fragmented data in multiple systems and complementing it with external information from social networks and reliable third parties, in order to achieve precise segmentation and improve the customization of each stream and each interaction.

ENHANCED COMMERCE

We help our customers to improve their marketing initiatives and align these with the changing requirements of their business. We improve time to market and results orientation, using advanced digital commerce solutions that focus on streamlining and internationalizing their products or services.

EXPERIENTIAL CONTENT DELIVERY

We take content management to the next stage, which allows us to create differential experiences, by using innovative solutions for content management, consumption analysis and customizing the experiences resulting from each iteration with the customer.

FULL STACK CUSTOMER EXPERIENCE

We provide solutions that reduce the complexity of IT ecosystems, such as Wrap-and-Renew. We optimize current business processes whilst intelligently incorporating legacy systems, with the goal of creating consistent end-to-end experiences that are independent of the underlying systems.

INSTANT MARKETING

We provide solutions that can model the customer journey regardless of the channel they used, and develop a powerful relationship based on their real time reaction to events that occur with respect to the brand and its products or services.

OPERATIONAL IMPROVEMENT

Maximise business performance. We improve operational efficiency using innovative digital platforms that are high stable and efficient.



CORPORATE PLATFORMS

We adapt leading business management platforms to respond to our customer's business challenges in an interconnected society, using flexible digital processes and without paper. We ensure that day-to-day decision making can take place at the speed expected in the new digital environment, and we can guarantee the stability required by corporate functions. We engage new employees in digital processes, with innovative forms of talent management and enhanced user experiences.

BUSINESS APP DEVELOPMENT

We apply agile methodologies to software development, in order to achieve the speed that our customers require. We shorten delivery times and minimise the risks to the business arising from developing and operating applications (DevOps). We have achieved certified compliance with international standards, such as CMMI 5 and ISTQB, and a "nearshore" management model based on our own highly specialized facilities, which achieve maximum commitment to efficiency and excellence when delivering services to the customer.

DIGITAL WORKSPACE

We can re-invent the work-station with a focus on improving productivity and collaboration: Towards a new digital workspace that is independent of its location and devices, though completely connected and communicative. Using environments that are fully virtualized in the cloud, and a design focused on maximum automation and self-service, to secure highly efficient workspaces with respect to their management, maintenance and development.

OPERATIONAL TECHNOLOGIES

We can accelerate the digital transformation of business using our experience in Operational Technology (OT), which provides real time infrastructure management and uses the best practices and standards that apply to Information and Communications Technologies (ICT). Our systems are based on open standards that feed advanced analytics, resulting in improved operating costs and a better approach to service quality, as perceived by customers.



ICT INFRASTRUCTURES

A reliable base for solid growth. We align technology and business using advanced solutions in virtualised communication, infrastructure and security.



CLOUD DATACENTER

We provide mission-critical datacentre services in secure environments and support our customers in their progress towards a new advanced management model. This is based on virtualization, automated services and centralized and intuitive management. We ensure there is sufficient capacity available, either using the customer's datacentre, the IECISA cloud or public clouds, for optimal scalability, thereby securing alignment with the real time requirements of the business.

CIBERSECURITY

We provide our customers with integrated security management for their environments that focuses on mitigating business risks. We integrate the best hardware and software solutions for electronic security, logic and digital surveillance. We use real time biometric capabilities and analysis to detect and prevent vulnerabilities. All these benefits can be procured as a service from our Cyber-Security Operations Centre.

SDN COMMUNICATIONS

We provide state-of-the-art communications solutions, such as software defined networks, analytics based wireless/wired networks, multi-tenant IP services in cloud, that are necessary to provide the speed, reliability and quality required by new hybrid-cloud processing environments or by DevOps.

We provide our own interconnection and management solutions that result in efficient spending, based on our experience as a telecommunications operator since 2006.

INFORMATION MANAGEMENT & ANALYTICS

We maximize the value of our customer's information, which results in reliable, agile and efficient decision-making, and enables them to successfully anticipate any new business challenges.



BIG DATA IN ACTION

We generate valuable knowledge from data by applying advanced analytics technologies within the framework of our own certified methodology, to facilitate optimal decision-making for our customers throughout all aspects of their business.

We use innovative market-leading architecture, based on a modular and scalable platform that uses licensed or open source solutions. This is used to implement integrated Big Data/Analytics projects, beginning with the reception, integration and governance of hybrid data, through to the intuitive display of valuable knowledge, derived from applying the latest semantic and cognitive analysis techniques and artificial intelligence.

BDiA LAB

We have a Big Data/Analytics innovation laboratory that is certified as complying with recognized international standards. These enable our customers to experiment at minimum risk and maximum efficiency, in order to discover sustainable competitive advantages.

It was conceived as an innovation centre to create new business ideas that will serve our customers. It provides the required capabilities to explore and experiment with new opportunities and models that address digital transformation, using flexible and fully customer-controlled advanced data analysis of every kind.

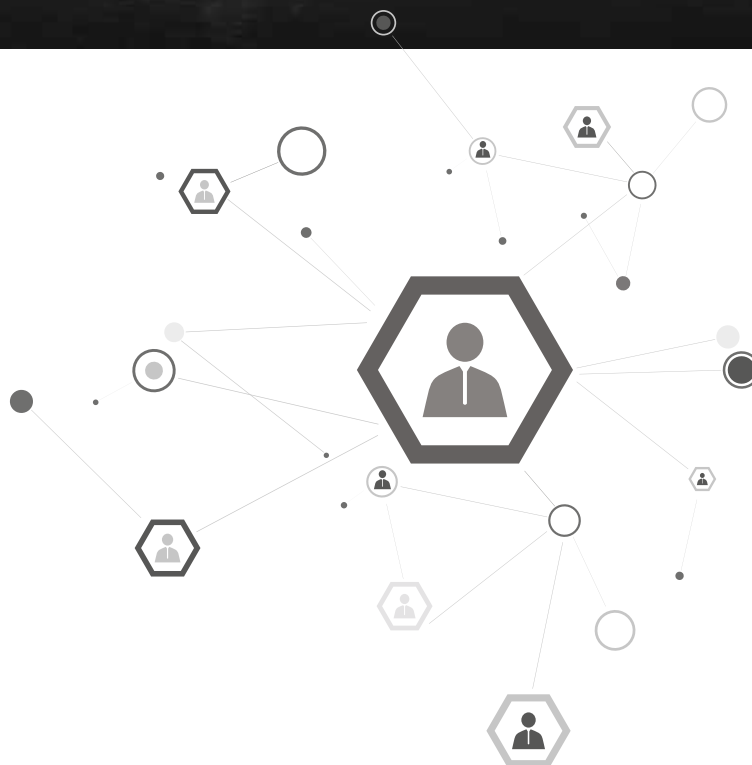



ALLIANCES

We are strategic partners with leading software and hardware manufacturers worldwide, and we collaborate with a growing number of new companies specialised in selected areas. Which enables us to transfer differential value from both environments to our clients, and achieve digital transformation in an agile and reliable manner.

Certification and continuous improvement of our techniques assures these manufacturers and our own customers of the efficiency and effectiveness in the development and implementation of their projects.

We encourage mutually collaborative and trustworthy relationships with our providers that enable us to develop projects together





Digital transformation requires a strategy that involves a deep revision of business models, processes, people and infrastructures, with an approach that is centred on the client and on operational improvement.

Cloud, Mobility, Big Data, Social, IoT, Cybersecurity, etc., are essential technologies and facilitators of this Transformation.

Informatica El Corte Ingles has the experience and capacity needed to be a strategic partner for its clients, in their path towards Digital Transformation.



INFORMÁTICA

El Corte Inglés

www.iecisa.com