

# Telefónica Tech and Anjana Data join forces to strengthen data governance and AI in Spain



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Telefónica Tech, Telefónica's digital business unit, is expanding its range of services and solutions in the field of data governance with Anjana Data. The strategic alliance between the two companies enables Telefónica Tech to offer the Anjana Data Platform solution in Spain so that companies and the public administration can strengthen their position in the area of data and AI management and governance.

Anjana Data Platform is a data and AI governance platform that integrates natively into the main technological ecosystems to facilitate its implementation in on-premise (at the client's facilities), hybrid and multicloud environments. It also stands out for its flexibility and customisation capabilities, as it adapts to the specific needs of each client quickly and easily using no-code and low-code techniques (no programming required), as well as for its scalability, interoperability and competitiveness.

The platform allows organisations to make better business decisions based on higher quality governed AI data and models. Anjana Data Platform not only promotes the democratisation of data to facilitate its exploitation and extract its full value, but also generates significant cost savings by gaining in efficiency and promotes compliance with the main regulations on data and AI.

Carlos Martínez, director of AI and Data solutions and services at Telefónica Tech, explains:

Data governance is key in any organisation because data has become the most valuable strategic asset for gaining a competitive advantage, facilitating the mass adoption of artificial intelligence. The alliance with Anjana Data allows us to expand our portfolio of services for enterprise and public sector clients, with a flexible solution that adapts to their needs

Mario de Francisco Ruiz, CEO of Anjana Data, says:

Our ecosystem of partners is a fundamental part of our business strategy and our business model, enabling us to offer the market real and practical solutions that integrate consultancy and services with cutting-edge technology like ours. In this sense, being able to work hand in hand with Telefónica in a market as competitive as ours reaffirms our commitment to an innovative and differential technological solution and allows us to go even further by offering a joint service based on the excellence and success of our clients

Anjana Data has been included in Gartner's first Magic Quadrant for Data & Analytics Governance Platforms as one of the 16 most relevant vendors in this field at an international level, thus positioning itself as the only Spanish company to appear in a Gartner Magic Quadrant within the Data & Analytics segment.

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