Telefónica Tech and Collibra join forces to boost data governance in Spain

PUBLISHED FEB 14, 2025
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Telefónica Tech expands its portfolio of products related to data governance with Collibra, a world leader in the field. Data governance, and especially the discipline of data quality, is a fundamental pillar for organisations to be able to make informed decisions based on reliable data analysed with artificial intelligence.

The agreement between the two companies allows Telefónica Tech to offer its business customers, initially in Spain, the functionalities of Collibra's unified governance platform for data and artificial intelligence and to complement them with its solid professional services. It is an end-to-end solution that provides organisations with a complete view of their data and the ability to manage it efficiently and centrally.

Collibra's platform assesses and monitors any use case in the field of data and artificial intelligence to ensure its reliability. It also facilitates understanding, access and transparency of data to maximise its use and minimise potential risks. In addition, it automates data privacy compliance by assessing the regulatory risk of sensitive data and automatically enforcing pre-defined access policies to ensure compliance and protect sensitive data.

The solution, which is widely scalable and adaptable to the changing needs of all types of businesses, enables organisations to leverage their existing technology investments as it is designed to integrate with cloud services, data lakes (storage platforms for large volumes of different types of data) and intelligence tools.

Carlos Martínez, global director of artificial intelligence and data solutions and services at Telefónica Tech, said:

> It is a pleasure to integrate Collibra, a world leader in intelligence and data governance, into our partner network to

go to market with a powerful, scalable and flexible offering. By combining this solution with our specialised professional services, organisations will be able to manage the quality, structure and privacy of their data, benefiting from it to make better business decisions and accelerate the adoption of artificial intelligence in their organisations

Patricio Ehrhorn, commercial director of Collibra Southern Europe, said:

This strategic partnership between Collibra and Telefónica Tech in Spain represents a significant step in the digital transformation of organisations, enabling them to manage and govern their data with greater efficiency, security and compliance. By combining Collibra's leading technology with Telefónica Tech's expertise and capabilities, we offer businesses an end-to-end solution that maximises the value of their data and facilitates more informed and agile decision-making in an increasingly data-driven environment

Telefónica Tech will discuss the details of this alliance during the 'Green algorithms, from risk to opportunity' session, which will take place on Wednesday 5 March at the Telefónica stand at the Mobile World Congress (MWC).

Press release distributed by Wire Association on behalf of Telefónica, on Feb 14, 2025. For more information subscribe and follow us.

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