Telefónica Tech and Denodo join forces to transform the management of data

PUBLISHED DEC 4, 2024
BY TELEFÓNICA

Telefónica Tech has partnered with Denodo, a Galician company that is a benchmark in data management with more than 25 years of experience and presence in more than 30 countries, to drive the transformation of data management in Spain through the 'Denodo Platform'.

'Denodo Platform' uses data virtualisation to integrate, manage and deliver data from multiple sources in a logical way to help organisations make better business decisions. The tool, added to Telefónica Tech's portfolio of big data products as a result of this agreement, delivers data in real time, making it accessible and secure for all users and business applications.

The use of this platform allows users to immediately and easily access the data they need, in a governed manner and without worrying about where it is hosted, how it is formatted or how quickly it changes. It also facilitates self-service analytics, data science, hybrid/multi-cloud data integration and enterprise data services.

The agreement between the two companies to promote more efficient and secure data management in Spain through the use of the 'Denodo Platform' will accelerate the implementation of advanced analytics and generative AI projects in organisations and provide more complete, real-time insights into their data regardless of where it resides.

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

> Our strategic alliance with Denodo marks a milestone in our mission to deliver cutting-edge data and AI solutions. Denodo's logical data management platform, combined with our expertise in Big Data and artificial intelligence, will enable us to provide our customers with more agile, secure and efficient data

> management. Together we are paving the way for a new era of data-driven innovation that will drive digital transformation and business growth

Bernardo Godar, vice president and general manager of Denodo for Iberia and Latin America, said:

> At Denodo we are very proud to collaborate with a company like Telefónica Tech. With Denodo Platform, we provide companies with a logical data integration approach that enables the creation of products 60% cheaper and 80% faster than with more traditional methods such as ETL and is an operational option to govern data, facilitating controlled access, proper privacy management and the incorporation of the financial dimension in management". He adds: "Our alliance will accelerate the adoption of advanced technologies such as data analytics and generative AI, foster innovation in data science, and optimise data management at the corporate level. This will give Spanish companies a unique competitive advantage in an increasingly demanding market

Press release distributed by Wire Association on behalf of Telefónica, on Dec 4, 2024. For more information subscribe and follow us.

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