Telefónica Tech optimises multi-cloud data management with Snowflake

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Telefónica Tech has reached an agreement with Snowflake, the Data Cloud company, to commercialise its technology in Europe with the aim of helping public entities and private companies to manage their data in an efficient and secure multi-cloud environment, and gain insights to improve their business knowledge.

The alliance allows Telefónica Tech to include Snowflake's Data Cloud in its portfolio, which consists of a multi-cloud data storage and analysis platform that enhances the scalability, performance, flexibility and security of companies, and helps organisations to draw better business conclusions.

Snowflake's platform enables efficient scaling of customer data storage and compute, and increased speed in handling complex queries. In addition, it is compatible with multiple data sources of different types and has robust security measures for its storage.

Telefónica Tech will develop specific use cases based on this technology and will reinforce its customer support capabilities, as Snowflake's exhaustive analysis of data can demonstrate how the correlation of certain variables indicates in advance a potential business problem or opportunity. In this way, a high percentage of business analyses can be automated and thus enhance the early identification and management of risks.

> The agreement with Snowflake to commercialise its multi-cloud data storage and analytics platform is another example of how technology can help companies transform themselves in a secure way by providing them with a tool that has the capacity to generate value from data management and analysis. Anticipating and properly managing business data are key to building a more competitive, resilient and innovative business

world

, said Alberto Sempere, director of Services, Innovation and Partnerships at Telefónica Tech.

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