

# NOTA DE PRENSA

## PRESS RELEASE

### LUCA, Telefónica Data Unit, positioned as a Leader among Specialized Insights Service Providers

- The independent report recognizes Telefónica as a Leader among the nine most significant companies in the sector.
- According to analysts, Telefónica is one of two companies cited that stands out as a clear Leader with both a strong current offering and a compelling strategy

**Madrid, September 27, 2018.** – As stated in the report published by Forrester, “The Forrester Wave™: Specialized Insights Service Providers, Q3 2018”, LUCA, Telefónica Data Unit, is positioned as a Leader. The report notes that “the strength of Telefónica’s offering lies in data from its 350 million subscribers across 17 countries, including call data records, detailed data records, social network analytics, location, and subscriber CRM data.” Through aggregating and anonymizing this data, LUCA allows its clients, for example, to use insights about location and micro-geographic segmentation to plan the location of advertising campaigns, the opening of new establishments in the most suitable area or, thanks to mobility patterns, design a more efficient transport or logistics network.

According to the evaluation based on 20 criteria grouped into the categories of current offering, strategy, and market presence, the report published by Forrester Wave™ evaluates the nine most significant specialized insights service providers, and places Telefónica as a Leader.

The report notes that “executives across industries recognize their organizations’ need for digital transformation — and the accompanying priority to become insights driven.” Thanks to the insights obtained from the data, companies can offer a differential and more competitive offer to users. In fact, according to the report, “a whopping 90% of global data and analytics decision makers told Forrester that the better use of data insights in business decision making would be a priority for their firm over the next 12 months.”

“Now that two years have passed since the creation of LUCA, we are very satisfied with the recognition of Forrester,” says Elena Gil, Global Big Data Director at Telefónica and CEO of LUCA. “Big Data has been key in the digital transformation of Telefónica and now we want to accompany our customers on that path, help them make smarter decisions for their businesses based on the insights offered by Big Data. This will allow them to be more efficient and even get ahead of their competition, since that information will help them make informed decisions that other organizations cannot make”.

The report also highlights that Telefónica’s acquisition of Synergic Partners “formalized a long-standing practice of delivering insights found in its rich data assets.”

#### About LUCA

LUCA is the Big Data services unit for Telefónica’s corporate clients that offers a comprehensive portfolio of services to cover all the Big Data needs of companies and all types of organizations, from the management and analysis of data to the use of tools and infrastructures.

This helps corporate clients understand and extract the highest possible value from the transparent and responsible use of data. Its creation is part of Telefónica's strategy to become a data-driven company, process that began several years ago with the exploration of the potential of Big Data internally, the adaptation of its infrastructures to capture it and the increase of its analytical capacities. With the launch of LUCA, Telefónica continues to advance in this process and decides to accompany public institutions, companies, and all types of organizations through the same path of transformation and benefit from the strength of Big Data and its positive effect for society as a whole.

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