

NOTA DE PRENSA

PRESS RELEASE

Telefónica and Stratio announce partnership to offer a Big Data Platform as a Service solution for corporate customers

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Madrid, 15 November 2018.- [LUCA](#), Telefónica's Data & AI Unit, and [Stratio](#), a leading Big Data and Artificial Intelligence software company, have announced a partnership to integrate the Stratio Data Centric Platform with Telefónica's big data capabilities. The new Big Data Platform as a Service (PaaS) solution is aimed at Telefónica corporate customers that need a customized solution to accelerate the digital transformation of their operations. Telefónica will start deploying the new solution in some of its Latin America markets soon.

Unlike other standardized solutions, the new integrated and customizable platform is most suited for enterprises working at a large scale with multiple data sources. Through Telefónica's Open Cloud and VDC infrastructure, it allows customers to access and combine multiple sources of big data, including their own and Telefónica insights if they wish, in a single place and obtain in real time the information needed through a unique dashboard. The true value of the platform is maximised and demonstrated through its scalability and personalised analytics development. Therefore, customers will benefit from having a single provider and the big data expertise and capabilities of both companies.

Elena Gil, Global Director of Big Data at Telefónica and CEO of LUCA says: "This partnership helps us to deepen our Big Data as a Service offering and to strengthen our overall E2E digital transformation service. We have seen what the Stratio Data Centric product is capable of and together we will offer Telefonica corporate clients a cutting-edge platform that is entirely tailored to their needs, on an infrastructure that they can trust, with the latest analytics tools embedded so that they can profit from AI driven decisions in real time."

Óscar Méndez, CEO at Stratio, affirms: "The fact that Telefonica trusts in us and has chosen our product Stratio Data Centric to help their clients on their Digital Transformation and Artificial Intelligence journeys is a huge step for us. We look forward to working together with them as part of our international expansion and global growth strategy."

Stratio Data Centric is a purely multitenant Platform that governs and manages data from multiple sources. It revolutionises the application-centric model through a unique interface that guarantees data consistency and provides a unified vision and advanced intelligence for a myriad of use cases. Stratio Data Centric brings together the analytical and operational capabilities of the enterprise, enabling data intelligence for real-time operations.

This partnership expands the breadth and depth of the LUCA Platform as a Service (PaaS) offer. LUCA has recently been [positioned as a Leader](#) in the market in the report published by Forrester, "The Forrester Wave™: Specialized Insights Service Providers, Q3 2018".

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.

<https://data-speaks.luca-d3.com/>

About Stratio

[Stratio](#) is a Big Data company and AI pioneer, offering large companies a complete digital transformation around their data through a single product. From data intelligence to corporate culture, Stratio's goal is to help the biggest sectors face the myriad of challenges and seize the opportunities that the digital revolution offers.