

NOTA DE PRENSA

PRESS RELEASE

Telefónica creates a suite of Big Data products for enterprises in partnership with Huawei

- The Big-Data-as-a-Service products will be marketed under the brand of LUCA, Telefónica's data unit

Madrid, March 21st 2018. - Telefónica and Huawei have announced a partnership to launch a set of Big Data products aimed at enterprises that want to develop their own internal use cases as well as to sell data applications to their clients.

These Big Data as a Service (BDaaS) products will be marketed under the brand of LUCA, Telefónica's data unit. Initially, the agreement provides customers four core services: Hortonworks Data Platform as a service to help store, process and analyze data; Big Data Integration to migrate data to the cloud; Data Governance to control the quality and security of data; and Data Miner to help create insights from data through analytical algorithms and complex structured and unstructured data integration. Each of the services can be self-deployed for use by the customer on-demand. They are infrastructure agnostic meaning they can be deployed over a variety of Infrastructure-as-a-Service environments.

In the first phase of deployment, Telefónica and Huawei will focus on providing these services over Telefónica's cloud infrastructure in Latin America. Customers will benefit from Telefónica's proximity as a single provider as well as the quality and security of its infrastructures.

This method of providing services on-demand helps customers avoid long hardware procurement cycles and large investments as well as reduce the time-to-market.

Huawei has gone through a journey of transformation and along the way has accumulated valuable technological expertise in the domains of cloud, big data and AI. It has been instrumental in the creation of Big Data platforms in many telco operators both in China and overseas.

This partnership with Huawei will allow Telefónica to widen its portfolio of big data and data analytics related services under the LUCA brand helping customers to accelerate the digitalization process of their businesses and be more competitive.

The suite of products will be soon expanded with new services. The agreement also provides for the future opening of an application market where partners can sell their big data and analytics applications to customers.

“This agreement helps us to reinforce our Big Data tools as a service offering, enabling our clients to deploy their use cases on our cloud infrastructure”, commented Elena Gil, CEO of LUCA. “Our portfolio combines these tools with consulting and analytics capabilities as well as with business insights derived from our data, delivering end-to-end solutions to companies and public entities, which want to capture the value of data. At Telefónica we are committed to becoming the travel companion of our customers in their digital transformation journey”.

Edward Deng, President of the Telefónica Global Account at Huawei said, “It is an honor for Huawei to be selected as a partner to enable Telefónica's LUCA product portfolio. Huawei's Universe solution is the key to realize the ambition of creating a flexible, relevant and rich ecosystem of data-centric applications. Big Data has been one of the company's key strategic investment areas. We are confident and committed to deliver the highest quality end-to-end solution for Telefónica. Huawei is fully committed to this project and will draw upon all our expertise and experience to ensure the complete success of the objectives set.”

About Telefónica

Telefónica is one of the largest telecommunications companies in the world by market capitalization and number of customers with a comprehensive offering and quality of connectivity that is delivered over world class fixed, mobile and broadband networks. As a growing company it prides itself on providing a differential experience based both on its corporate values and a public position that defends customer interests.

The company has a significant presence in 17 countries and 344 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

Telefónica is a 100% listed company, with more than 1.5 million direct shareholders. Its shares are traded on the Spanish Stock Market and on those in London, New York, Lima, and Buenos Aires.

About Huawei

Huawei is a leading global information and communications technology (ICT) solutions provider. Our aim is to enrich life and improve efficiency through a better-connected world, acting as a responsible corporate citizen, innovative enabler for the information society, and collaborative contributor to the industry. Driven by customer-centric innovation and open partnerships, Huawei has established an end-to-end ICT solutions portfolio that gives customers competitive advantages in telecom and enterprise networks, devices and cloud computing. Huawei's 180,000 employees worldwide are committed to creating maximum value for telecom operators, enterprises and consumers. Our innovative ICT solutions, products and services are used in more than 170 countries and regions, serving over one-third of the world's population. Founded in 1987, Huawei is a private company fully owned by its employees.

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