Telefónica Tech acquires Geprom to reinforce its capabilities in Industry 4.0

- Geprom has over 40 professionals and specialises in the integration of advanced solutions in the field of industrial automation and the digital transformation of production processes.

- This acquisition is a further step in Telefónica Tech's organic and inorganic growth plan to consolidate its position as the leading company in digital transformation.

Madrid, 23 December 2021. Telefónica Tech continues its growth story by today announcing the signing of a contract for the acquisition of Geprom, a technology-based engineering company headquartered in Spain specialising in industrial automation and the digital transformation of existing factory production processes. With this transaction, Telefónica Tech will strengthen the capabilities of its Internet of Things (IoT) and Big Data division, led by Gonzalo Martín-Villa, and will enhance the company's positioning in the key industrial sector.

Geprom has over 40 professional experts in Industry and has a strong network of partners and top-tier customers that it accompanies in the development and integration of turnkey projects in the areas of planning, production, quality control, logistics and specialised maintenance.

Its business focuses on the implementation of end-to-end technological solutions in the factory, covering the entire value chain: from the sensor, the automation line operator, to the strategic layers of factory control (MOM) or disruptive tools such as the digital twin, through to the design and robotisation of facilities, commissioning, development and the interconnection between systems with a strong component of innovation.

The digital development of the industrial sector is one of Telefónica Tech's priority business lines, with a portfolio of high value-added products and services that encompasses not only the sensorisation and analysis of data to create truly connected factories, but also the application of cloud technologies, artificial intelligence and cyber security services to help companies become more efficient, competitive and sustainable.

"The acquisition of Geprom will allow us to enhance and increase our capabilities and offer a more complete and innovative service for the digital transformation of the industrial sector. At Telefónica Tech we have a portfolio of services focused on the digitalisation and security of Industry, which will undoubtedly be boosted by the increased deployment of 5G," says Gonzalo Martín-Villa, CEO of IoT and Big Data at Telefónica Tech.

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"We have always believed that the success of the digital transformation of industry starts with focusing on the technological needs of the factory combined with the talent of the people. This transaction will allow us to accompany customers towards the Smart Factory with more capabilities and services, by combining our expertise in Industry with Telefónica Tech's extensive value proposition and experience in this sector in areas such as connectivity, communications and infrastructure, key services to ensure the digital transformation of industry", explains Darío Cesena, CEO of Geprom.

Telefónica Tech closed the first nine months of the year with a 25.5% increase in revenues and expects to continue with double-digit growth thanks to the opportunity represented by the Telefónica Group's more than 5.5 million B2B customers.

A growth story

The acquisition of Geprom is a further step in the organic and inorganic growth plan that Telefónica Tech set itself following its creation in November 2019 to consolidate its position as the leading company in digital transformation.

Since then, Telefónica Tech has been expanding its portfolio with new Cloud, Cyber Security, Internet of Things (IoT), Big Data and Blockchain services and products, and it has made strategic acquisitions to consolidate its leadership. So far this year, Telefónica Tech has acquired Cancom UK&I (now Telefónica Tech UK&I) for €398 million, a company with 600 professionals that is accredited as a Microsoft Gold Partner in nine disciplines and offers professional and managed services in advanced IT, Cyber Security and Multicloud solutions.

Earlier in the year, it bought Altostratus , specialising in multicloud services and a Google Cloud Premier Partner for southern Europe, and it integrated acens, the cloud services company for SMEs that has belonged to the Telefónica Group since 2011.

About Telefónica Tech

Telefónica Tech is the leading company in digital transformation. The company has a wide range of services and integrated technological solutions for Cyber Security, Cloud, IoT, Big Data, and Blockchain. For more information, please visit: https://telefonicatech.com/

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