

Telefónica Tech and Collibra join forces to boost data governance in Spain

- Telefónica Tech integrates Collibra's platform for unified data governance and artificial intelligence into its portfolio, allowing organisations to have a complete view of their data and manage it in an efficient and centralised way.
- Details of the partnership will be announced during the 'Green AI' session on 5 March at the Telefónica stand at MWC.

Madrid, 14 February 2025. [Telefónica Tech](#) expands its portfolio of products related to data governance with [Collibra](#), a world leader in the field. Data governance, and especially the discipline of data quality, is a fundamental pillar for organisations to be able to make informed decisions based on reliable data analysed with artificial intelligence.

The agreement between the two companies allows Telefónica Tech to offer its business customers, initially in Spain, the functionalities of Collibra's unified governance platform for data and artificial intelligence and to complement them with its solid professional services. It is an end-to-end solution that provides organisations with a complete view of their data and the ability to manage it efficiently and centrally.

Collibra's platform assesses and monitors any use case in the field of data and artificial intelligence to ensure its reliability. It also facilitates understanding, access and transparency of data to maximise its use and minimise potential risks. In addition, it automates data privacy compliance by assessing the regulatory risk of sensitive data and automatically enforcing pre-defined access policies to ensure compliance and protect sensitive data.

The solution, which is widely scalable and adaptable to the changing needs of all types of businesses, enables organisations to leverage their existing technology investments as it is designed to integrate with cloud services, data lakes (storage platforms for large volumes of different types of data) and intelligence tools.

Carlos Martínez, global director of artificial intelligence and data solutions and services at Telefónica Tech, said: "It is a pleasure to integrate Collibra, a world leader in intelligence and data governance, into our partner network to go to market with a powerful, scalable and flexible offering. By combining this solution with our specialised professional services, organisations will be able to manage the quality, structure and

Telefónica, S.A.

Dirección de Comunicación Corporativa
email: prensatelefonica@telefonica.com
telefonica.com/en/communication-room/

privacy of their data, benefiting from it to make better business decisions and accelerate the adoption of artificial intelligence in their organisations”.

Patricio Ehrhorn, commercial director of Collibra Southern Europe, said: “This strategic partnership between Collibra and Telefónica Tech in Spain represents a significant step in the digital transformation of organisations, enabling them to manage and govern their data with greater efficiency, security and compliance. By combining Collibra's leading technology with Telefónica Tech's expertise and capabilities, we offer businesses an end-to-end solution that maximises the value of their data and facilitates more informed and agile decision-making in an increasingly data-driven environment”.

Telefónica Tech will discuss the details of this alliance during the ‘Green AI’ session, which will take place on Wednesday 5 March at the Telefónica stand at the Mobile World Congress (MWC).

For more information: [Telefónica at MWC 2025](#)

About Telefónica Tech

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

About Collibra

Collibra is the leading data governance platform, enabling organisations to discover, understand and trust their data to drive better business decisions. For more information, please visit: <https://www.collibra.com/>

Telefónica, S.A.

Dirección de Comunicación Corporativa
email: prensatelefonica@telefonica.com
telefonica.com/en/communication-room/