

Global Omnium and Telefónica Tech join forces with Google Cloud to drive a new technological leap in water thanks to AI

- They announce this collaboration, which represents a new technological paradigm for the water sector with a cross-cutting and integrative perspective.
- An innovative system for coastal surveillance, protection and monitoring of the marine environment has already been implemented using AI: monitoring the state of Posidonia meadows, detecting possible threats and taking measures for their conservation.

Madrid, 23 April 2025. Global Omnium and [Telefónica Tech](#) today announced a partnership agreement with Google Cloud for the coming years that aims to revolutionise, advance and further progress the water sector thanks to AI. This means laying the foundations that will allow the water sector to take a new technological leap forward to make its management even more efficient, ensure the correct traceability of all processes and guarantee a service that is not only excellent but also comfortable for the customer.

Over the last decade, Global Omnium has undergone an ambitious process of digital transformation and now, thanks to this alliance, the foundations are being laid for a new technological leap forward with the help of Artificial Intelligence (AI), data analytics, business continuity and technological models for the prediction and prevention of any scenario.

Under the terms of this agreement, Telefónica Tech provides Global Omnium with the Google Cloud public cloud solution to migrate its workloads and gain scalability and flexibility. Telefónica Tech has certified personnel in all technologies capable of offering professional services aimed at providing the customer with the best cloud environment for each service.

The collaboration has already borne its first fruits with the development of an innovative surveillance project for the protection of Posidonia seagrass in the marine environment. By analysing underwater videos with AI, Global Omnium can monitor the state of the Posidonia meadows, detect possible threats and take measures for their conservation.

This collaboration has made it possible to protect an area of high environmental value on the Mediterranean coast and has helped to open up new channels of collaboration that today have resulted in a new agreement.

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“This agreement allows us to take a qualitative leap in our corporate strategy in technological matters and lays the foundations for what we at Global Omnium want to be the future in the management of the water sector, which involves being even more efficient and effective by working with even more information, foresight and security,” says Dionisio García Comín, CEO of Global Omnium. “All in all, thanks to Artificial Intelligence, data analytics and their interpretation, we will be able to optimise even more, improve the efficiency of our operations and offer a better service to our customers”.

Daniel Aldea, CEO of Altostratus part of Telefónica Tech, says: “At Telefónica Tech we have a broad ecosystem of cloud partners to offer our customers the most innovative and appropriate technologies for their business processes. The alliance with Global Omnium allows us to continue accompanying it in its digital transformation by migrating its services to the cloud with the maximum guarantees to gain competitiveness and flexibility’.”

Isaac Hernández, Country Manager of Google Cloud in Spain, added: “We are excited to see Global Omnium taking advantage of Google Cloud's artificial intelligence and data analytics solutions to drive innovation and sustainability in the water sector. By leveraging Google Cloud's artificial intelligence, data analytics and cloud infrastructure, they are not only improving operational efficiency, but also contributing to the crucial work of protecting the environment.”

This new alliance consolidates the relationship between Global Omnium and Telefónica Tech, who in 2021 reached an agreement to install a total of 150,000 SIM cards with NarrowBand IoT (NB-IoT) technology to connect 450,000 domestic and industrial water meters belonging to the Valencian company.

About Global Omnium

Global Omnium is a leader in efficient water management, with extensive experience in the integral water cycle. The company is committed to innovation and sustainability, and is constantly seeking new solutions to improve its services and contribute to the protection of the environment.

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>

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