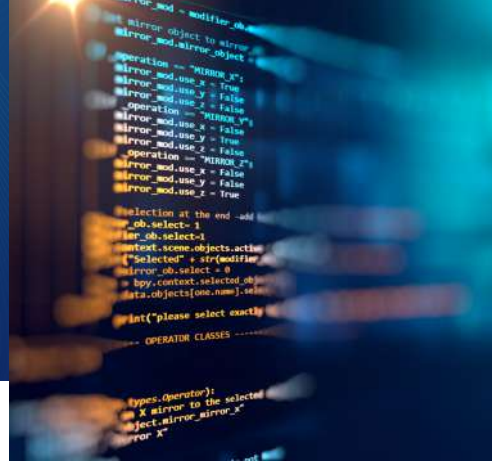


Telefónica **SUCCESS STORY**

— Telefónica has had to evolve its platform and adapt it to new Big Data technologies in record time.

— It trusted PUE to implement and integrate all the tools needed for a Data Centric model, with high quality and security standards.

Information
↓
Detailed



About Telefónica

Telefónica is one of the largest telecommunications companies in the world, sensitive to the new challenges that today's society demands. That's why it offers the means to facilitate communication between people, providing them with the most secure and cutting-edge technology, so that they can live better and achieve their goals. With more than 344 million customers, Telefónica operates in 13 countries and is present in 24 with an average of 113,182 employees.

The challenge

Telefónica's customers are increasingly digital and demand greater personalization and efficiency. To meet this need and achieve the company's objectives in terms of optimizing decision-making and end-to-end customer management, Telefónica has had to evolve its platform and adapt it to the new Big Data technologies in record time.

The main challenge facing Telefónica, in terms of data strategy in the coming years, is maintaining customer confidence and being the best in information management and transparency.

Additionally, ensuring that the mass democratization of data and the evolution towards a Data Driven company is done in the best possible way. All this to reach all points, whether operational, informational, or managerial, and manage the data in a completely controlled and organized way.

Telefónica's business strategy involves the implementation of a Data Centric model with at least three lines:

To manage information internally to reinforce its position as a Data Driven Company

To return the value of the data to the customer so that they perceive that the digital trail they are leaving provides them with a positive return

To monetize. The complete preservation of the client's confidentiality and wishes is an indispensable requirement

The solution

Telefónica opted for the implementation of a Big Data philosophy under a Data Centric model, starting with Hadoop clusters and evolving towards a less commercial cluster based on open source software. Today it already has more than 30 different technologies in the infrastructure and in the Big Data ecosystem. A range that continues to grow and represents a great technological challenge.

In this scenario of unstoppable evolution, it is worth mentioning the emergence of the Cloud, which has led to greater agility in all processes.

The cloud offers many advantages: from deciding whether to grow or shrink an infrastructure almost in real time, to dynamic scaling for better adjustment of costs and times.

Today all new infrastructures have strategic agreements with the big Cloud mentors to maintain their leadership and keep pace with the market.



"When we are competing with large and small operators, where we all have the same customer management opportunities, personalizing the experience and streamlining company processes is a must"



Ignacio Charfolé

Architecture, Government and BI & Big Data Development Manager | Telefónica

Applied technologies

- HBase
- Kafka

PUE's services

PUE began collaborating with Telefónica at a critical time for the company, as it was on the verge of adopting new technologies and making a shift towards an open source philosophy.

Telefónica trusted PUE to implement and integrate all the tools required for a Data Centric model, with the highest quality and security standards.

Today PUE is a partner of reference for Telefónica that it turns to in order to solve specific issues. Telefónica especially values the security that PUE offers with its experience and mastery of the latest in Big Data and Cloud technology.

Overall results

- Improved response times of 35 seconds to read 3 million rows, without exceeding 200 milliseconds on any request for recommendations on the TV platform.
- High geographical availability thanks to the installation of two platforms that run according to the needs or possible failures.
- With Kafka as an information bus, communication between Internet data and internal platforms was simplified, maintaining security and speeding up transmission times.



"In PUE we found a service provider that knew how to understand the high and low level technology perfectly, solving any difficulties we had"

Ignacio Charfolé

Architecture, Government and BI & Big Data Development Manager | Telefónica



Watch the full interview [here](#)

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