

# Implementing and integrating tools towards a Data-Centric model

## About Telefónica

Telefónica, one of the world's largest telecommunications companies, faces the challenge of meeting the demands of today's society by providing the most secure and cutting-edge technology to its 383.1 million customers across 12 countries and more than 170 markets through strategic partnerships. With 103,638 employees, Telefónica aims to facilitate communication among people, allowing them to achieve their goals.

Telefónica needed to evolve its platform and adapt it to new big data technologies in record time.

They trusted PUE to implement and integrate all the tools towards a data-centric model with high quality and security standards

“ When we are competing with both large and small operators, where we all have the same customer management opportunities, personalizing the experience and making the company's processes more efficient is a must. ”

**Ignacio Charfolé**

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

## The challenge

Telefónica needed to evolve its platform to adapt to Big Data technologies rapidly to meet the increasing demand for personalized and efficient customer service. The main challenge for the coming years is to maintain customer trust and excel in information management and transparency, ensuring massive data democratization and transitioning towards a Data-Driven company in an organized and controlled manner.

**1** | Manage information internally to strengthen its position as a data-driven company.

**2** | Returning data value to customers so that they realise that the digital footprint they leave has a positive return for them.

**3** | Monetize. It is essential that the customer's confidentiality and willingness are fully respected.

## The solution

Telefónica adopted a Data-Centric Big Data philosophy, starting with Hadoop clusters and evolving towards a non-commercial cluster based on open-source software. Today, the company utilizes over 30 different technologies within its Big Data infrastructure and ecosystem, highlighting the emergence of Cloud computing for enhanced agility in all processes. Cloud computing offers numerous benefits, including the ability to scale infrastructure dynamically for better cost and time efficiency.

## Technologies applied

- HBase
- Kafka

## Global results

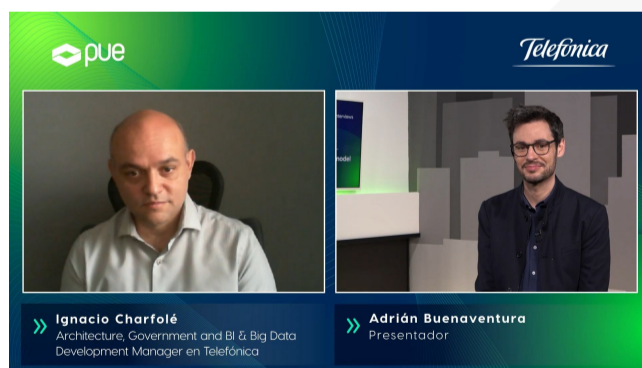
Improved response times to 35 seconds for reading 3 million rows, with no request exceeding 200 milliseconds for TV platform recommendations.

- Enhanced geographical availability through the installation of two platforms that operate based on needs or potential failures.
- Simplified data communication between the internet and internal platforms using Kafka, ensuring security and faster transmission times.

“ In PUE we have found a supplier who is able to understand the technology perfectly, both at a high and low level, and to solve any difficulties we may have. This underlines the trust placed in PUE, in line with the context you have provided. ”

**Ignacio Charfolé**

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



[See the interview](#)

## PUE services

PUE began collaborating with Telefónica at a critical time as the company was adopting new technologies and shifting towards an open-source philosophy. Telefónica relied on PUE to implement and integrate all tools towards a Data-Centric model with the highest quality and security standards.

Today, PUE is a reference partner for Telefónica, particularly valued for its expertise in Big Data and Cloud technology.

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