

The Euskaltel Group and Microsoft sign a strategic partnership to digitally transform companies and institutions

- *The Euskaltel Group is to offer its customers Microsoft's cloud products, including Office 365 and Azure.*
- *The Euskaltel Group is to provide its corporate and institutional customers with new Microsoft cloud applications and services.*
- *The agreement also makes it possible for Euskaltel to continue its own internal digitisation process.*

Bilbao, 9 March 2018. The Euskaltel Group and Microsoft have reached a strategic partnership agreement that gives the telecommunications operator a major role in the digital transformation of its corporate and institutional customers in the markets in which it operates. It will also help the group continue with its own internal digitisation process.

Under the agreement, Euskaltel and Microsoft will work together to identify innovative solutions based on cloud technologies, artificial intelligence, Big Data and the Internet of Things. Thanks to this collaboration, the Euskaltel Group (through Euskaltel in the Basque Country, R in Galicia and Telecable in Asturias) is set to become a benchmark for the application of these technologies, expanding its commercial offering for corporate (businesses, SMEs and large enterprises) and institutional customers.

Euskaltel's CEO, Francisco Arteche, has expressed his satisfaction with the agreement, "*which is strategic for us since it will allow us to continue leading the digital transformation of companies and institutions in our markets in the Basque Country, Galicia and Asturias, increasing their competitiveness and giving them all the potential of cutting-edge technology and an innovative and technological ecosystem*".

Pilar López, President of Microsoft Ibérica, said that "*this strategic alliance will allow us to work with the Euskaltel Group to identify scenarios for applying the most innovative technologies (including Artificial Intelligence, Big Data, Machine Learning and the Internet of Things) in the Group's digital transformation and its offering to customers*".

With this strategic agreement, the Euskaltel Group aims to give its customers all the opportunities cloud computing has to offer to increase their competitiveness and make the most of a technological and innovative ecosystem. Even more so in an environment of technological development with a growing need to rely on new solutions and services that guarantee a fast, safe and effective response to market changes while continuing to guarantee availability, efficiency and quality regardless of the organisation's size.

Azure and Office 365

Communications companies need to be able to provide new cloud services with a greater number of devices connected via fixed and mobile technologies. They also need to provide redundancy solutions that guarantee services regardless of where they are deployed.

The cloud model, such as the *Azure* hybrid cloud platform, makes it possible to offer global products and applications with the flexibility and scalability a company needs. Microsoft and the community of developers with which it collaborates offer companies and technology professionals resources that adapt to a company's needs, as well as the use of software and platforms in cloud service mode. All this is combined with a specialised, on-hand support service from **Euskaltel, R** and **Telecable**.

From now on, for organisations in which latency levels are critical for their applications, **Euskaltel, R** and **Telecable** will be offering a level-2 point-to-point connectivity service with the express Route-Azure Connectivity Service. This provides assured capabilities of up to 10 Gbps and delays of less than 12 milliseconds with Microsoft's worldwide datacenter network.

The agreement also makes it possible for the Euskaltel Group to directly offer its customers the communication, collaboration and productivity solution *Office 365*. Through this offering, organisations can evolve from a traditional workplace to an enriched version of productivity, office automation and videoconferencing, all under a cloud operating model on different devices.

Internal digitisation of the Euskaltel Group

The digitisation of processes and the workplace has become key for optimal talent development and is now a business competitiveness factor. As a driving force for its corporate customers, the Euskaltel Group is already carrying out its own internal digital transformation, enabling its workers to access information through mobile devices from any place and at any time, simplifying and automating administrative processes and reinforcing corporate intelligence.

This internal digitisation will also involve a technological transformation designed to speed up innovation and turn the Euskaltel Group into a benchmark for advanced analytics, the Internet of Things (IoT) and Artificial Intelligence to offer its customers a new, unrivalled experience.

This Group's digital transformation is being carried out in conjunction with Microsoft and focuses on improving collaboration, developing talent, optimising existing operations and processes and creating new digital experiences for the Group's customers.

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