



Almaviva wins the Informatica Channel Award 2021

The award as best partner in the Business 360 category in EMEA and LATAM acknowledges the company's achievements in terms of growth, innovation and the digital governance of organizations using Informatica technologies in 2020

Rome, April 6 2021 - Almaviva has won the Channel Award 2021 of Informatica—a leader in Enterprise Cloud Data Management—as best partner in the Business 360 category in the Europe, Middle East and Africa (EMEA) region and in South America (LATAM). This important prize awarded to Almaviva for 2020 crowns the collaboration that has been in place with Informatica since 2013 and strengthens the value of a partnership that has allowed the company to emerge as a premium partner for data management solutions in Italy's private and public productive sectors.

As a Platinum partner of Informatica, Almaviva has an established and prominent role in data governance solutions, by integrating, developing and organizing systems and architectures that value the information assets of organizations in a data-driven society and in a data economy context, which are becoming increasingly strategic contexts.

*"We are proud to receive this prestigious award as best Business 360 partner in EMEA and LATAM given to us by Informatica. Adopting their platform has allowed us to achieve significant results with our clients, speeding up their digital transformation processes," commented **Antonio Amati**, the General Manager of the Almaviva IT Division. "I take this opportunity to thank the Informatica team with which we are pleased to continue collaborating to attain increasingly challenging objectives, such as diffusing and sustaining the data culture in complex ecosystems".*

*"Informatica is enthusiastic about the partnership with Almaviva for the joint resolution of the most complex challenges faced by our clients," declared **Alessandro Alliney**, the Country Manager of Informatica Italia. "In an era in which data sustains digital transformation, the Informatica platform, within a Cloud First – Cloud Native strategy, offers a modularity that is a benchmark for the market and allows clients to have an all-round vision of their business and data governance".*

In relying on the potential of Informatica solutions, Almaviva has revolutionized the approach to data and favored a **data-driven culture** in administrative and productive bodies, combining Data 4.0 operations and enabling innovation through emerging technologies such as blockchain.



Business, data and compliance. There are several sectors (automotive, central & local government, education, financial services) in which Almaviva has offered Informatica solutions for data governance, data masking and data anonymization, responding to the need for data processing compliance and favoring and improving in organizations the quality of the services offered, the timeliness of processes, the privacy and security of processed information, the integration of the various subjects involved, the standardization of procedures and process monitoring and control.

In the **smart agriculture ecosystem** in particular, the company has favored a paradigm change regarding the interoperability of data between central and peripheral bodies, thanks to the synchronization between data and the real-time updating of information at a national level, conforming in this way to the EU's control and monitoring requests.