

# Ferrovial to boost digitalization for the future of infrastructure management with Salesforce and NTT DATA

- The three companies will accelerate the development of the next generation of sustainable solutions for the infrastructure market
- The collaboration will rely on the Center of Excellence that NTT DATA has established in Spain

**San Francisco, 14/09/2023.** - Ferrovial, leading global infrastructure operator, Salesforce (NYSE: CRM), the #1 AI CRM, and NTT DATA, a multinational technology consultancy, have announced a strategic collaboration to develop the next generation of sustainable solutions for the infrastructure market by combining their digital, technological and industry knowledge. The collaboration has been made public during Dreamforce 2023, Salesforce's annual conference and the world's largest business software event.

In this way, the three companies are expanding the collaborative partnership they have had in recent years, to work together on digital transformation projects. The agreement will be reinforced with the Center of Excellence (CoE) in Spain recently announced by NTT DATA, from which innovative solutions for international application will be designed and which will serve as a platform for the subsequent commercialization of the solutions developed in the CoE, as well as of the infrastructure asset management solution developed by Ferrovial.

The initial focus of this collaboration is the transformation of asset management processes in linear infrastructure environments, such as roads, railways and electricity distribution networks. Additionally, and leveraging this collaboration and the current deployments of Salesforce in Ferrovial, the parties will explore the value of the Salesforce 360° platform in other infrastructure management areas, such as airports.

The company is working on the complete digitization of its assets throughout their life cycle. This solution will support its approach by integrating data analytics, BIM, IoT, and Digital Twins, in the construction, operation and management of those infrastructures.

## The challenge of infrastructure management

Ferrovial, Salesforce and NTT DATA will work to support linear infrastructures, airports and energy infrastructures providing flexibility both in the application of other technological advances, as well as in data models and workflows, reinforcing technological capabilities for the digital management of infrastructure assets.

The goal is to efficiently manage assets, provide a whole life asset perspective, and preserve their sustainability angle. By improving the management of large infrastructures, Ferrovial aims to reduce the CO<sub>2</sub> emissions in the transportation industry, develop user centric solutions, extend the life of the asset, and enhance daily operations.

*"The infrastructures of the future need to deliver clear value around efficiency, innovation and sustainability to improve the users' quality of life," explained Dimitris Bountolos, Chief Information & Innovation Officer at Ferrovial. "Digital technologies play a key role in the pursuit of this goal, as they can provide a clear vision of the interactions between the assets and the users, as well as the environmental impact of the operations."*

*"We are proud to join forces on this journey with Ferrovial, a global infrastructure leader that develops and manages some of the world's most advanced assets," said Arsenio Otero, Executive Vice President and Global Sales COO at Salesforce. "We will work together to improve the productivity of the whole infrastructure ecosystem along its lifecycle. We will be able to provide an integrated view of the*

## Corporate Communications

newsroom.ferrovial.com  
@ferrovial

## North America

Rebecca Rountree  
+1 512-568-5015  
[rroundtree@ferrovial.com](mailto:rroundtree@ferrovial.com)

## Europe

Isabel Muñoz  
+34 660528832  
[mimunoz@ferrovial.com](mailto:mimunoz@ferrovial.com)

Anna Pérez  
+34 656 35 14 77  
[aperez@kreab.com](mailto:aperez@kreab.com)



Certified with **viztrust**



P

Press  
Release

*infrastructure asset, the customer, 3rd parties, and employees involved in the project and digitize operations across all the development stages.”*

*“Infrastructures are backbones that connect us and make the economic development of the regions possible. Through this alliance we combine capabilities, technology and vision of three leading companies that will allow us to solve present and future challenges, generating value for organizations and society,”* emphasizes Alonso Fernández, Partner Responsible for Industry and Services at NTT DATA.

### **About Ferrovial**

Ferrovial is a global infrastructure operator committed to developing innovative solutions for a world on the move. With more than 70 years of experience, its family of companies holds leadership positions in transportation infrastructure, construction, waterworks, and energy. The company operates in 15 countries, and its activities are mainly concentrated in the USA, Spain, the United Kingdom, Canada, and Poland. Ferrovial Holding U.S. is headquartered in Austin, Texas, with over 4,000 employees across the country.

For more information, visit [ferrovial.us](https://ferrovial.us)

### **About NTT DATA**

NTT DATA, a part of NTT Group, is a global innovator of IT and business services headquartered in Tokyo. The company helps clients transform through consulting, industry solutions, business process services, IT modernization and managed services. NTT DATA enables clients, as well as society, to move confidently into the digital future. The company is committed to its clients' long-term success and combines global reach with local client attention to serve them in over 50 countries.

More information: <https://nttdata.com>

### **Press Contact NTT DATA EMEAL**

Cristina Cabeza

[cristina.cabeza.llata@nttdata.com](mailto:cristina.cabeza.llata@nttdata.com)

T. 917 49 00 00 / +34 628 917 869

### **About Salesforce**

Salesforce empowers companies of every size and industry to connect with their customers through the power of AI + data + CRM. For more information about Salesforce (NYSE: CRM), visit [www.salesforce.com](https://www.salesforce.com)

### **Press Contact Salesforce**

Fabián Gradolph

[fgradolph@salesforce.com](mailto:fgradolph@salesforce.com)

T. +34 610712617