

DNA Expands Collaboration with Google Cloud to Drive Innovation and Deliver Dynamic Services to its Customers

Telco aims to accelerate digital transformation with migration to Google Cloud following recent move to data platform

HELSINKI, Feb. 26, 2025 /PRNewswire/ -- DNA Plc, one of the leading Finnish telecoms providers and a subsidiary of Telenor Group, and Google Cloud today announced a collaboration to help accelerate its transition to the cloud and support the delivery of fast and reliable services to its customers. The agreement allows DNA to gradually migrate its on-premise workloads to Google Cloud according to DNA's cloud-first strategy.

DNA is subject to a number of strict compliance requirements, including data residency in Finland. To help support this requirement, DNA will use [Google Distributed Cloud](#) to host specific mission-critical infrastructure in its own data centers, while the rest of its applications and data can reside in Google Cloud's [Hamina data center](#). This will allow DNA to meet its compliance needs, while paving the way to almost entirely eliminate its data center footprint and associated costs.

This agreement builds on Google Cloud's recent [partnership](#) with Telenor Group that involved DNA adopting Google Cloud's portfolio of data and analytics products and solutions for customer, marketing, and network analytics. DNA estimates that its adoption of BigQuery for data orchestration has already helped the company yield major improvements in analytics performance, at a fraction of the cost, compared to its previous solution.

"Our cloud transformation will help achieve new levels of speed, innovation, operational adaptability, and long-term efficiencies – with a goal of staying at the forefront of connectivity for our customers," said Jussi Tolvanen, CEO, DNA Plc.

Securing superior service for Finland

The agreement also enables DNA to explore the development of new cloud-native managed services from Google Cloud. DNA anticipates that these new and existing services will be increasingly guided by insights from its BigQuery data platform, allowing it to gain significantly greater visibility and deliver much more personalized solutions to both its consumer and enterprise markets.

Google Cloud's open-source solutions like Google Kubernetes Engine, coupled with access to advisory support from its local engineers, are expected to play a major role in accelerating DNA's cloud transformation as well as the development of new services for its customers.

"We're thrilled to work with DNA on this exciting cloud transformation as we share a common goal of empowering Finnish businesses and consumers with secure and innovative digital experiences," said Markus Hongisto, Google Cloud's Finland Country Manager. "DNA's strategy perfectly illustrates how prioritizing data residency, security, and compliance actually *fuels* rapid and safe innovation."

DNA will commence its cloud transformation with the migration of more than 100 core applications to Google Cloud later this year.

About DNA Plc

DNA is one of the leading telecommunications companies in Finland. Our purpose is to connect you to what matters most. We offer connections, services and devices for homes and workplaces, contributing to the digitalisation of society. Already for years, DNA customers have been among the world leaders in mobile data usage. DNA has about 3.7 million subscriptions in its fixed and mobile communications networks. The company has been awarded numerous times as an excellent employer and family-friendly workplace. In 2023, our total revenue was EUR 1,067 million and we employ about 1,700 people around Finland. DNA is a part of Telenor Group, a leading telecommunications company across the Nordics.

More information: www.dna.fi, X @DNA_fi, Facebook @DNA.fi and LinkedIn @DNA-Oyj.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

For further information: press@google.com

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