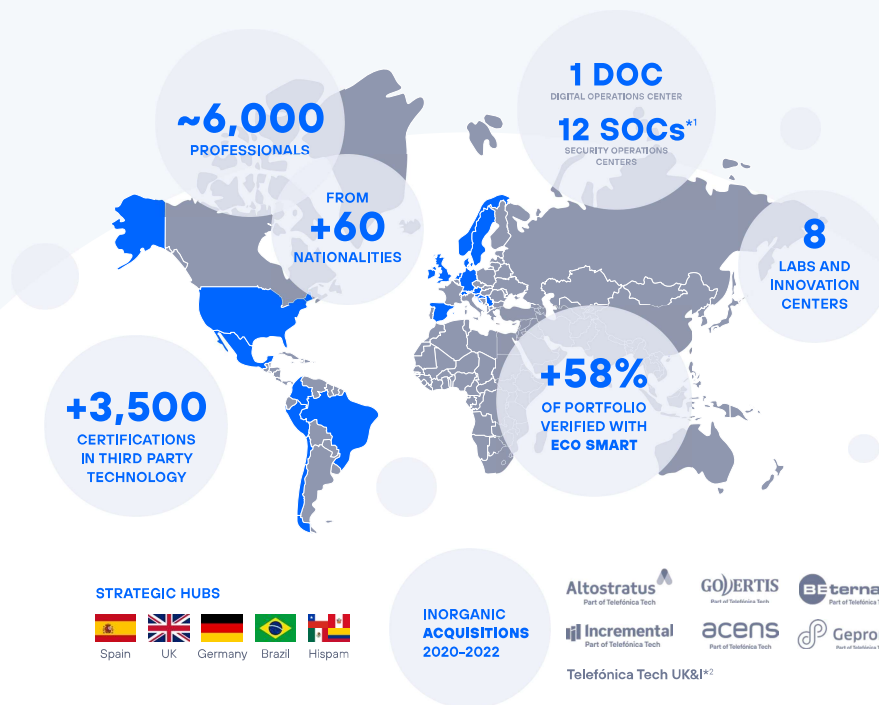**Telefónica Tech**

# The Next Generation *Solutions Provider*

**WE UNLOCK THE POWER OF INTEGRATING TECHNOLOGY**

# Leading the Way in Digital Transformation for our Customers

**Telefónica Tech** unlocks the power of integrated technology, bringing together a unique combination of the best people, with the best tech and the best platforms, supported by a dynamic partner ecosystem to make a real difference to every business, every day.

**~6,000**
PROFESSIONALS

**FROM +60**
NATIONALITIES

**1 DOC**
DIGITAL OPERATIONS CENTER

**12 SOCs**[*1]
SECURITY OPERATIONS CENTERS

**8**
LABS AND INNOVATION CENTERS

**+3,500**
CERTIFICATIONS IN THIRD PARTY TECHNOLOGY

**+58%**
OF PORTFOLIO VERIFIED WITH ECO SMART

**STRATEGIC HUBS**

Spain  UK  Germany  Brazil  Hispam

**INORGANIC ACQUISITIONS 2020-2022**

Altostratus
*Part of Telefónica Tech*

GOVERTIS
*Part of Telefónica Tech*

BEterna
*Part of Telefónica Tech*

Incremental
*Part of Telefónica Tech*

acens
*Part of Telefónica Tech*

Geprom
*Part of Telefónica Tech*

Telefónica Tech UK&I[*2]

Telefónica Tech

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# Transforming Businesses Leveraging Technology

## CYBER SECURITY & CLOUD

**+100M** tracked security events worldwide each year
**+300,000** agents deployed
**+30,000** hours of pentesting & red team
**+16,500** critical devices monitored

We are founding members of the Open-Source Security Foundation, and the Global Telco Security Alliance.

### DOC (Digital Operations Center)

A comprehensive, global service for the supervision and operation of cyber security and cloud services, our intelligent DOC provides an end-to-end view for the customer, integrating the most agile levels of 24x7 monitoring and care, as well as the specialisation of competency centers to offer top-level solutions.

### 12 SOCs[*1] (Security Operations Centers)

We integrate the management and operation of a team of more than 2,000 cyber security professionals, located in our DOC and across our 12 SOCs[*1] found globally around the world, making security more human and building trust for our customers.

## AI OF THINGS

**Kite IoT Platform:** our managed connectivity solution that manages **38M** active IoT connections.

**+50M** IoT lines[*3]
**+13K** customers place their trust in us
**+188** countries with IoT managed connections
**1000** implanted Big Data and AI projects

The most comprehensive and flexible IoT partner programme, with around 2,000 business partners worldwide.

### TheThinX

The Thinx is an open lab for customers, partners and institutions to simulate the real-world operation of any IoT project prior to mass deployment. It is one of the world's most advanced and best equipped IoT environments, featuring state-of-the-art radio access, such as LPWA technologies (NB-IoT, LTE-M, etc.).

**TheThinX**
AI OF THINGS LAB

*1 This includes 2 Affiliate SOCs  |  *2 Prior to the acquisition, CANCOM UK&I  |  *3 Including: cellular, fixed, satellite, etc.

2

# *Telefónica Tech:*
## *a leading company in digital transformation*

We accelerate tech adoption through a complete portfolio of integrated technology services and solutions in Cyber Security, Cloud, IoT, Big Data, Artificial Intelligence and Blockchain. **Our innovative tech services are recognised by the world's leading Industry Analyst firms.**

## Differential Customer Journey

Telefónica Tech provides a differential customer journey based on the migration from traditional Comms & IT services to Next-Gen IT solutions. Our strong sustainable portfolio combined with high value professional and managed services, allow us to accompany our customers on their path to have fully cyber-secured and cloudified comms and IT, and to optimise their business processes thanks to Artificial Intelligence and IoT Solutions.

| CUSTOMERS WITH TRADITIONAL COMMS & IT ON PREMISE | CUSTOMERS WITH PROOF OF CONCEPTS & FIRST MOVES TO THE CLOUD | CUSTOMERS WITH ADVANCED DIGITAL TRANSFORMATION | PURE DIGITAL CUSTOMERS |
|---|---|---|---|
| • Mobile Comms | • Cyber Secure Comms & IT | • Critical Applications & Services in the Cyber Secure Cloud | • Fully Cyber Secured Services & Cloudified Comms & IT (inc. Business Applications) |
| • VPN/MPLS | • Cloud Comms & Networking | • E2E IoT Solutions | • Business Processes Optimization (based on BI, AI & IoT solutions) |
| • IoT Basic Connectivity | • IoT Managed Connectivity | **Advanced** Model of Professional & Managed Services | **High Value** Model of Professional & Managed Services |
| • Hosting & Housing | • IT Multicloud | | |
| • Data Centre Management | **Basic** Model of Professional & Managed Services | | |

CUSTOMER MATURITY & DELIVERED VALUE →⊕

## Our Commercial Channel



We have a global reach and scale, with a particularly strong presence in Europe, Latin America and USA, which means that Telefónica Tech is there where our customers need us to be. This, coupled with our unrivalled depth of local knowledge, means that we can always provide the service that is required of us, regardless of the country where you might want to deploy the solution.

Telefónica Tech's go-to-market approach is two-fold: direct and indirect. The indirect channel leverages Telefónica Operations to address the global B2B customer base of the Telefónica Group. Telefónica Tech also provides its services directly to its customers in the UK & Ireland, and in the DACH region, the Nordics and the Adriatic countries, thanks to the acquired commercial capabilities of Telefónica Tech UK&I, Incremental and BE-terna.

Complementing the e2e models, and in order to achieve the greatest impact for the business, we rely on the different B2B Commercial Brands that we have in the different countries, in order to bring our products and services closer to our customers and meet their needs.

Telefónica Tech

# Why Telefónica Tech for **Cyber Security & Cloud**?

## COMBINING THE POTENTIAL OF CYBER SECURITY AND CLOUD

Telefónica Tech Cyber Security & Cloud provides a fully integrated and simplified value proposition that combines the potential of cyber security and cloud as key elements to support companies on their digital transformation journey and reach their full potential.

We are the next generation solutions provider, offering leading cloud communications and managed security solutions to simplify the technological ecosystem and provide the most appropriate solutions with end-to-end support for our customers.

We focus on the following **5 key service verticals** combined with our Professional and Managed Services built on top of our delivery platforms with a solution-centric approach. All our operations are provided through our intelligent Digital Operations Center that provides an end-to-end view for the customer.

## BUILD A RESILIENT BUSINESS. Security.

This allows our customers to be prepared to deal with new cyber security threats and unpredictable events: secure business continuity and protect what is valuable for your customers and stakeholders.

- Network Security Solutions, including Clean Email, Secure Internet Access, Security Edge, SIA Branch & Essential, DDoS Protection & WAFaaS
- Data Protection (Information Rights Management)
- Cloud Security including Cloud MMS Governance and Defence
- IoT/OT Security, including Monitoring, Perimeter Protection and Professional Services
- Identity Access Management, including Digital Certificates, Access & Authentication, Electronic & Biometric Signature and Privilege Access Management
- Secure Microsoft 365
- NextDefense, including Detection & Response, Cyber Threat Intelligence and Vulnerability Risk Management
- Cyber Security Capabilities including Managed Services, Implementation and Integration of Security, & Security Consultancy Services
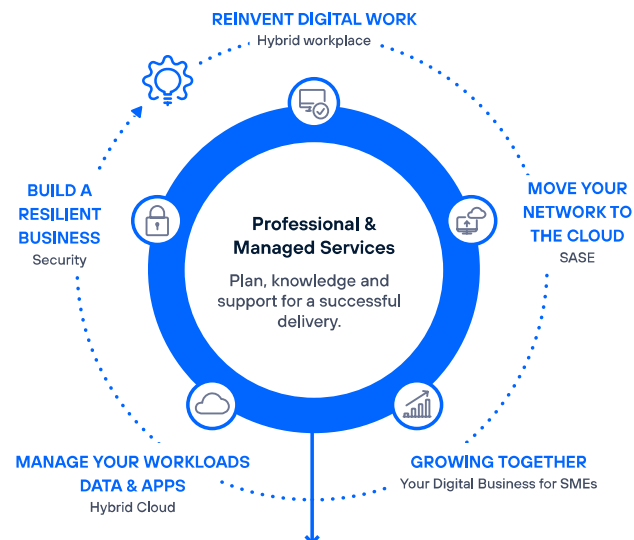
## MANAGE YOUR WORKLOADS DATA & APPS. Hybrid Cloud.

Management of IT workloads, data & applications: from on-premise data centers to VDC (Virtual Data Centre), Public Cloud, and hybrid solutions.

- Cloud Solutions, including VDC & VDC-Edge, Storage, Backup & Monitoring as a Service
- Public Cloud Solutions with leading industry partners including AWS, Google, Microsoft, Oracle and Huawei
- PaaS (Platform as a Service) Solutions, including OpenShift, Oracle, SAP and BMC
- Business Applications, Software as a Service, including SAP, Microsoft, Google, SuccessFactors & SalesForce
- Hybrid Cloud Capabilities including Professional and Managed Cloud Services

**REINVENT DIGITAL WORK**
Hybrid workplace

**BUILD A RESILIENT BUSINESS**
Security

**Professional & Managed Services**

Plan, knowledge and support for a successful delivery.

**MOVE YOUR NETWORK TO THE CLOUD**
SASE

**MANAGE YOUR WORKLOADS DATA & APPS**
Hybrid Cloud

**GROWING TOGETHER**
Your Digital Business for SMEs

We have the best consultants in Cloud, Cyber Security and Governance, Risk and Compliance, to provide the knowledge, planning and support to facilitate a secure journey to the cloud that is fully tailored to your business needs.

- Cyber Security
- Privacy
- Resilience
- Digital Transformation
- Corporate Social Responsibility (CSR) Compliance

## REINVENT DIGITAL WORK. Hybrid Workplace.

While work-from-home and office work become the new normal, the secure digitalization of our customers' workforce is a must.

- Cloud Contact Center (CCaaS) and Omnichannel
- Meetings & Collaboration Solutions including Cisco, Microsoft, Zoom, Alcatel & NFON
- Endpoint Security including Mobile Threat Defence and Secure Mobile Device Management
- Software as a Service (SaaS) Solutions, including Google & Microsoft
- Virtual Desktop (VDI)

## MOVE YOUR NETWORK TO THE CLOUD. SASE.

In the journey to the cloud, the network needs become part of it: increase the performance and security of your business connectivity. SASE combines networking and security in the cloud to deliver seamless, secure access to applications, anywhere users work.

- Secure Access Service Edge (SASE)
- SD-WAN, including flexWAN
- SD-LAN/Cloud WiFi, including flexSITE
- SD-Branch, including Secure SD-Branch and SD-Branch/ARUBA
- Cloud & Secure Connectivity Capabilities including customised SASE & cloud networking solutions and end-to-end professional services
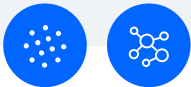
## GROWING TOGETHER. Your Digital Business for SMEs.

We provide easy-to-use solutions and dedicated support to ensure success: helping small and medium enterprises to grow and become digital.

- Your Digital Business
- Your Digital Home

**Telefónica Tech**

# Why Telefónica Tech for **AI of Things**?

## COMBINING THE CAPABILITIES OF IOT WITH THE POWER OF AI

In IoT & Big Data, we enable our customers to harness the power of technology in a hyperconnected world. We bring together the capabilities of IoT and Artificial Intelligence to deliver technology that further connects things with people. In our "Intelligence of Things" vision, our unique value proposition unifies IoT & Big Data capabilities, allowing us to extract all the value of data from a connected ecosystem with a level of detail and depth unknown until now.

Our set of products and services is a combination of in-house built products where we can be differential, together with best-of-breed partnerships in each category, offering an end-to-end comprehensive portfolio that transforms data into valuable information for different sectors.

### 1. DATA SOURCE

Collect and digest data from multiple different sources to generate value, including external, Telco and device data.

### 2. CONNECTIVITY

Ability to capture data and connect devices regardless of technology: 4G, 5G, NB-IoT, LTE-M.
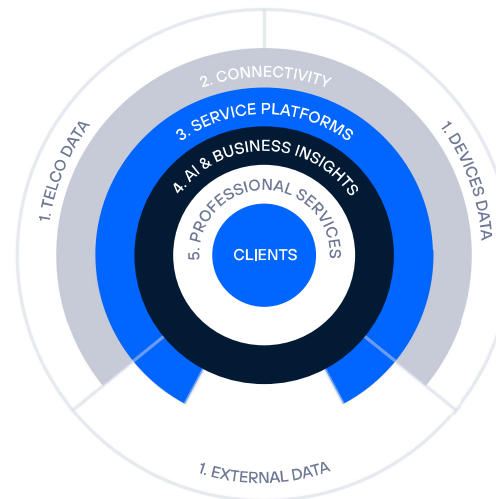
- IoT Devices
- Managed Connectivity including Private Mobile Networks & Kite Platform

### 3. SERVICE PLATFORM

Proprietary world class service platforms recognised by industry analysts, including Kite, Smart Steps and Spotdyna, which enable the data to be visualised, managed and analysed.

### 4. AI & BUSINESS INSIGHTS

Best in class AI capabilities to enable our customers to make the best business decisions and to generate intelligent management models.

- Mobility & Profiling, including Tourism, Mobility and Stores Insights
- Antifraud & Identity, including ATP, Match and Verify
- Scoring Solutions, with both standard and customised models
- AI Suite, Machine Learning Process Automation Platform

### 5. PROFESSIONAL SERVICES

To support the customer throughout the whole digital transformation process and to provide differential value.

- Strategic Consulting Services, including Use Case Discovery, Data-Driven Assessment & Customer Discovery
- Advanced Analytics including Data Visualisation, Data Architecture, Data Engineering & Data Science
- Academy, training for companies covering the entire transformation cycle internal talent transformation plans

Circular diagram labels: 2. CONNECTIVITY, 3. SERVICE PLATFORMS, 4. AI & BUSINESS INSIGHTS, 5. PROFESSIONAL SERVICES, 1. TELCO DATA, 1. DEVICES DATA, 1. EXTERNAL DATA, CLIENTS

## BUILT IN-HOUSE PRODUCTS WHERE WE ARE DIFFERENTIAL

| Kite | Smart Steps / Smart Digits | Spotdyna | TrustOS |
|---|---|---|---|
| IoT managed connectivity platform. | Big data platforms to extract insights from Telco network information. | Digital signage management platform. | Blockchain platform. |

**Telefónica Tech**

# Our innovative tech services are recognised by the world's leading Industry Analyst firms

*"Telefónica Tech should appear on shortlists for enterprises that want a global telco committed to cyber security as a strategic growth pillar, with a large presence in Europe and Latin America and the Caribbean."*

**Adam Etherington**
Omdia Universe, *"Global IT Security Services 2022-2023"* | October 2022

*"Telefónica has a strong managed hybrid cloud strategy that places emphasis on its one-stop-shop, within its overall Tech business unit, as it looks to integrate other growth areas such as cyber security and IoT alongside cloud. The Tech unit also covers other key areas such as blockchain, AI, big data, quantum computing, consultancy, professional services, integration, and management."*

**Beatriz Valle**
Global Data, *"Telefónica - Managed Hybrid Cloud Services"* | June 2022

*"Telefónica Tech reference customers praised its partnership approach, its service management maturity, and its technically credible approach."*

**Paul McKay**
The Forrester Wave™, *"European Managed Security Services Providers, Q3 2022"* | September 2022

Telefónica Tech

## Telefónica Tech

Telefónica Tech unlocks the power of integrated technology, bringing together a unique combination of the best people, the finest technology and the leading platforms, supported by a dynamic partner ecosystem, to make a real difference for our customers every day.

We are here to help.
Visit **telefonicatech.com** for more information.

✉ Telefónica Tech Cyber Security & Cloud        ✉ Telefónica Tech AI of Things