

# NOTA DE PRENSA

## PRESS RELEASE

### **TELEFÓNICA LAUNCHES THE M2M GLOBAL PARTNER PROGRAMME IN LATIN AMERICA**

*Companies in Latin America can now join more than 500 partners already signed up to Telefonía's m2m Global Partner Programme*

**Madrid, 18th February 2015** – Telefonía Business Solutions, a leading provider of a wide range of integrated communication solutions for the B2B market, is extending its m2m Global Partner Programme to LatAm throughout 2015. Since its initial launch one year ago, more than 500 registered companies in Europe and the United States have contributed to build a consolidated m2m partner ecosystem. The launch of the Programme in Latin America is the final stage of this successful global rollout as it extends its scope to this key market which, according to Industry Analysts, is expected to grow by 20% yearly with up to 45 million connections and €1 billion in revenues by 2019.

The m2m Global Partner Programme is Telefonía's approach to the m2m managed connectivity business. The Programme aims to work in collaboration with the key players in the m2m value chain such as device manufacturers, solution providers and distributors, offering a simple, structured and transparent Channel Programme that boosts both the partners' business and Telefonía's managed connectivity sales.

By leveraging Telefonía's leading presence in the region, the launch will enrich the Partner Ecosystem with new players and solutions. Companies that join will benefit from increased commercial visibility and the possibility to scale their business throughout the region using Telefonía's networks as well as more than 400 roaming agreements that allow optimal coverage on a national and regional level. While creating this ecosystem, Telefonía will also be able to identify the best solution providers in the market that may qualify to become a Vertical Solution partner in the future.

Alfonso de Andrés, Director, Telefonía Digital Channels, responsible for the m2m Global Partner Programme worldwide, explains: "The m2m Global Partner Programme has proven to be a successful model to manage the m2m connectivity business in Europe and the United States. Therefore, expanding it to LatAm was the natural next step." He continues: "We look forward to having the Programme fully implemented in LatAm during 2015 as we believe it will have a great impact in developing the m2m market in the region".

The m2m Global Partner Programme has been recently launched in Peru and Mexico and is scheduled in four additional countries (Chile, Colombia, Argentina and Brazil) throughout the first half of 2015. Other countries in the region will then follow suit during the second half of 2015.

Companies interested in knowing more about the Programme can contact us at [info.partners.m2m@telefonica.com](mailto:info.partners.m2m@telefonica.com) or meet our Telefonía representatives at the Mobile World Congress 2015 in Barcelona and other m2m industry events throughout the year.

For more information, please visit: <http://partners.telefonica.com>

## **About Telefónica Business Solutions**

Telefónica Business Solutions, a leading provider of a wide range of integrated communication solutions for the B2B market, manages globally the Enterprise (Large Enterprise and SME), MNC (Multinational Corporations), Wholesale (fixed and mobile carriers, ISPs and content providers) and Roaming businesses within the Telefónica Group. Business Solutions develops an integrated, innovative and competitive portfolio for the B2B segment including digital solutions (m2m, Cloud, Security, eHealth, Digital Marketing or Education) and telecommunication services (international voice, IP, bandwidth capacity, satellite services, mobility, integrated fixed, mobile, IT services and global solutions). Telefónica Business Solutions is a multicultural organization, working in over 40 countries and with service reach in over 170 countries.

For more information about Telefonica m2m business, visit [m2m.telefonica.com](http://m2m.telefonica.com) or follow on Twitter at [@m2mtelefonica](https://twitter.com/m2mtelefonica) and [LinkedIn](https://www.linkedin.com/company/telefonica).

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