

Press release

MWC 2021

Telefónica democratises its technological solutions to make them accessible to SMEs as they undergo digital transformation



- The company will present virtually during Mobile, through its digital twin and with a transformation notebook, different real success stories that show the wide range of possibilities that its technological solutions and services make available to SMEs in their digitalisation.
- Telefónica accompanies small and medium-sized enterprises on the road to digital transformation to help them become more competitive, efficient and profitable.
- The company has a unique and differential value proposition, based on the leadership of its networks and technology, to face the extraordinary opportunity that digitalisation represents, with tailor-made solutions for SMEs.

Madrid, 29 June 2021. As part of MWC 2021, Telefónica will present its digital solutions and success stories as a technology partner for SMEs, whose role in the economic recovery will be essential. The '[Digital SME](#)' demonstration, which can be visited in the digital twin and the transformation notebooks with which the company is virtually reinforcing its physical presence at the current edition of Mobile, shows, through different experiences, how Telefónica helps small and medium-sized enterprises to make the most

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of the extraordinary opportunity that digital transformation brings. In this way, it brings them closer to the benefits of digitalisation to place them at the forefront of technology, ensuring their growth in a secure environment, minimising the impact on their daily activity and thus guaranteeing the continuity of their business.

The digital transformation of SMEs represents a strategic axis for economic recovery and technology acts as a key lever to achieve it. Through its digitalisation plan, Telefónica helps SMEs to undertake this change so that they can structure their roadmap and get the maximum benefit, as it can help them to reach more and new audiences, generate better customer experiences and gain in efficiency and agility to be more sustainable.

SMEs represent 99% of the business fabric and generate 70% of employment, making them the engine of the Spanish economy and playing a key role in economic recovery. To this end, their future depends on digitalisation and new models of relationship with their stakeholders that are based on technology. With this premise, SMEs will evolve their business processes, many of them manual until now, to gain in efficiency and productivity, improve decision-making, get to know their customers better and speed up their response times with the aim of offering a differential and omnichannel customer experience.

Alexis Hostos, Head of New Segments & Markets de Cybersecurity & Cloud, explains: "It is proven that SMEs that go digital produce more, have more revenue, are more profitable, and expand into new markets much faster. This transformation is not an option, the gap between digitised and non-digitised SMEs continues to grow".

Tailored solutions

To this end, Telefónica offers solutions in line with its value proposition, but adapted to SMEs, both in terms of prices and features as well as implementation and installation times. The intention is that they can benefit from the same technology that large companies have, also bringing them the most disruptive technologies, such as Big Data, IoT, blockchain or Cloud, but designed so that SMEs can be competitive, without great expense, without large investments, in a very scalable and flexible way. The application of these technologies is already a reality, and this is shown in the real cases collected in the transformation notebook, which includes the experiences of Pedro Moreno & Hijos, S.L. Molino de Alcuneza Relais & Chateaux, Jordán Joyeros, Grupo Avícola Rujamar, Marbella Solicitors and Aristocrazy.

In this context, Fernando Asin, IT Services Marketing and Development Manager for SME at Telefónica Empresas, says: "Digitalisation must be understood as a change of strategy within the company, not simply as the implementation of technology. Technology is an enabler that will allow SMEs to transform and adapt their business models. It is necessary for each company to draw up a digitalisation plan in the short to medium term, integrated with the global strategy of its business and with clear objectives.

Telefónica accompanies SMEs in their digital transformation, starting by laying the foundations: communications, supported by the best fibre network with high capillarity and advancing in the deployment of 5G. Telefónica Tech and Telefónica Empresas join

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forces to create solutions with names and surnames, tools and feasible services, adapted to each customer.

To this end, they have developed customised solutions for SMEs, such as workstation management to resolve queries and breakdowns 365 days a year, with the best professional equipment so that nothing can stop them and facilitating the incorporation of new ways of working. Another of the values of this proposal is access to SOC services, Security Operations Centre for SMEs, made up of the best cybersecurity experts who will help small and medium-sized companies to protect their businesses from the most complex digital attacks and will be at their side for everything they need. They will thus have a cybersecurity service with a dedicated support centre exclusively for SMEs.

Cloud services guarantee availability and security in the processes and critical information of each business. Online Presence solutions, so necessary to give visibility to the business, improve customer experience and open new markets. With Big Data and IoT, Telefónica provides its most advanced services with the latest technology for SMEs to exploit the potential of their data and thus improve decision-making, as well as automating their processes to make the most of their resources and meet the demands of their customers and audiences.

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